











#### Hannah Bronfman

The New York City-based DJ and fitness guru shares every gig and yoga pose with her Instagram followers at @hannahbronfman. Now she reveals her beauty secrets.

Top skin concern	Hyperpigmentation
Your idea of the perf	ect hair day No humid (ty)
T Worst hair mistake	Shaved half my head when I was 20 I loved the look but the growing-out process was not cute!
and hai	#mails by mei - Mei always does my hails I art is by far my favorite accessory wouldn't know what to do out Laura Polko, my hair stylist!

Greatest beauty extravagance Eye lash extensions are perfect for the "no make p" makeup look.

#### **SHOPPING CART**



**RGB Cuticle Oil** 



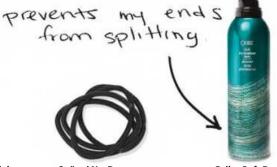
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# j'adore Dior





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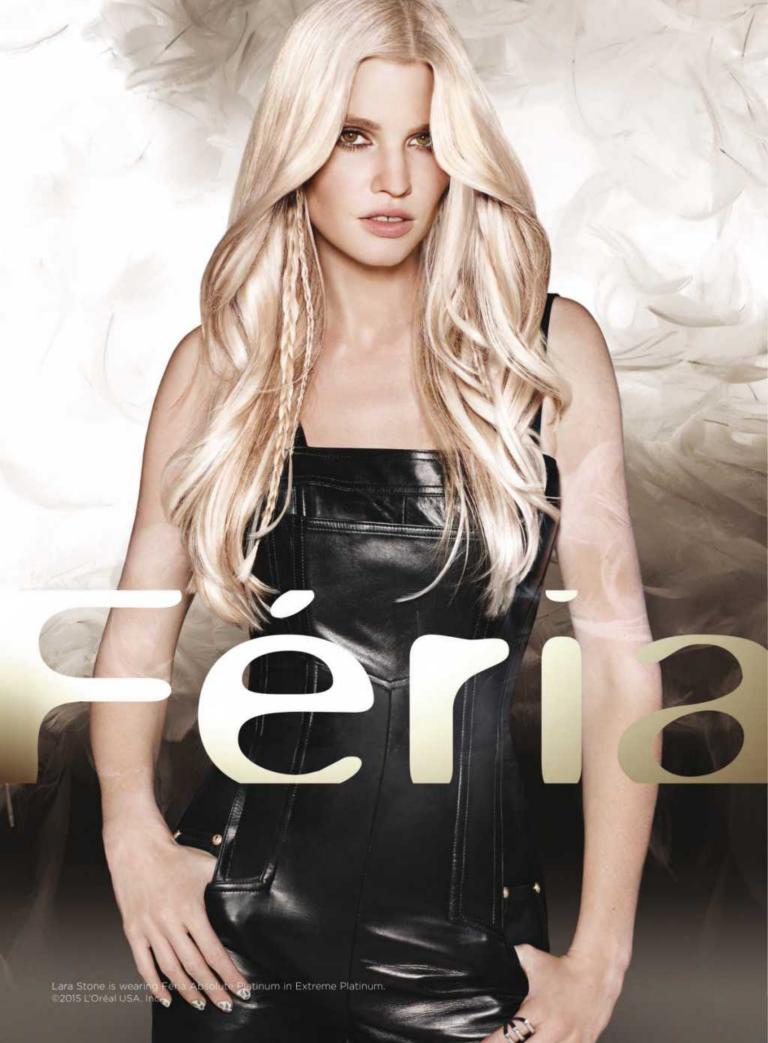
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WHICH FÉRIA ARE YOU? FIND OVER 30 SHIMMERING SHADES AT LIVEINCOLOR.COM



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Want glossy, healthy hair?
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reviews for editortested post-summer shine
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deliver major results.



on or near campus?
BY JENNA ROSENSTEIN

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As any beauty junkie knows, fashion shows aren't just about the clothes. To see all the new makeup trends, hair inspiration, and the best model-off-duty looks from the streets during New York Fashion Week, head to allure.com/beauty-street-style.



FROM TOP: COURTESY OF ALLURE (6); JASON LLOYD-EVANS



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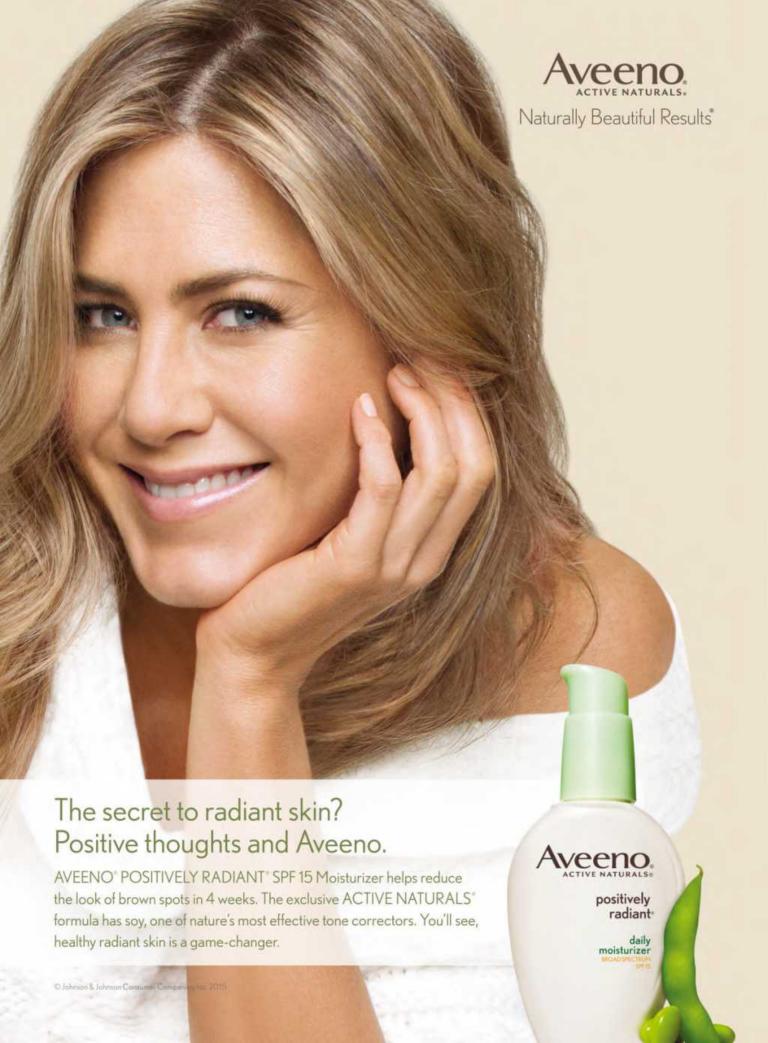
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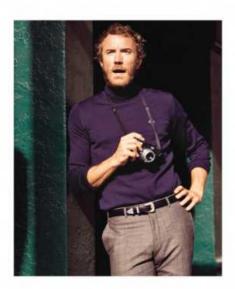
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# Contributors



#### CARTER SMITH

A good relationship between a photographer and subject can lead to unexpected, sexy, or glamorous images—or, as with Smith's cover shoot with actress and Honest Company cofounder Jessica Alba, all three. "I've worked with Jessica several times, and she's a dream to shoot—beautiful inside and out," he says. The setting—Allure's office at One World Trade Center—also set the mood. "It was the most unique part of the day," he says. But Smith's favorite moments came later, in the final images and a perk: "When I got home, there was a box filled with Honest products—thanks, Jessica."



#### **CEDRIC BUCHET**

The sunny rooftop where Buchet shot "Boldly Go" turned out to be a hot spot, quite literally—one of the models even had a chilled water bottle wedged under her coat to stay cool. But the setting also meant bright pictures. "I wanted to focus on the models' faces and makeup, so I framed the pictures tightly and shot from somewhat of a distance," says Buchet, who used a long lens to create an almost voyeuristic feeling. A stick of candy became a prop to draw out the colors. "And everyone got to eat some after the picture was taken," he says.



#### **BROOKE HAUSER**

The best celebrity profiles capture a star's true personality, and observing one in her natural habitat is ideal. For writer Hauser and subject Jessica Alba, that habitat was the headquarters of the Honest Company in Santa Monica, a cheerful, open space with motivational slogans on the walls and a play area for employees' children. "She's like the queen bee and a worker bee at the same time," says Hauser. "One minute she was giving a tour to important visitors or doing our interview. The next, we both took a bathroom break, and she was wiping down the counters with a reusable cloth."

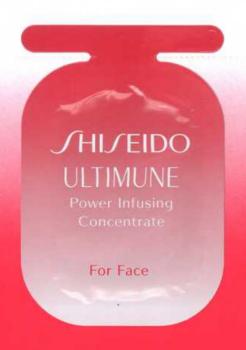


#### LAUREL NAVERSEN GERAGHTY

Geraghty made a dramatic job switch when she went from magazine editor to medical student and, now, Stanford University dermatology resident. "I had been premed and an English major as an undergrad, so it's not quite as far-fetched as it may seem," she says. In "Secrets of a Skin Doctor," Geraghty combines her background in both fields. Her biggest lesson: "I don't protect my legs from the sun as much as I should. The legs and back are the most common sites of melanoma in women and shouldn't be neglected."







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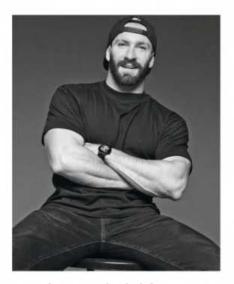
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### Contributors



#### **GIAMPAOLO SGURA**

To set the tone of personal expression for the fashion story "Head Strong," Sgura took to the sidewalks of New York City. "If we had shot in a studio, the photographs would have just been clothes," he says. "But out on the streets, we can bring the fashion to life and show a personality on each woman." The two Great Danes on the set also showed their personalities. "They were going crazy," says the photographer. When one slipped away from a model, \*Allure's fashion director, Siobhan Bonnouvrier, quickly pounced, grabbing its leash before it could escape.



#### **HORACIO SALINAS**

Photographer Salinas is a master at manipulating everyday objects to create surprising and energetic still lifes. But for "Splash!," he had little to work with. Skin essences "look just like water," he explains. "So the challenge was how to show water in an interesting way." He captured the liquid falling into a pool, and "for the light source, I projected an image I drew of a woman's face onto it." Salinas held his camera in one hand while squeezing soaked makeup sponges with the other. "The technique was old-school, but I got just the right effect," he says.



#### **HANA SCHANK**

Schank explains her temptation to fix a mark on her forehead in "Battle Scars." "I also have a scar on my knee from a surgery a few years ago, and I would never get it removed because I went through so much for it," says Schank. "But the one I have on my face, that's different. I just feel like it makes me look tired." Still, she notes, "Padma Lakshmi has a scar from a childhood accident that she chooses not to cover up. And there's Inigo Montoya from *The Princess Bride*! The scars on his face are almost like warrior markings." Her memoir "The Edge of Normal" is available as a Kindle Single.



#### **JENNA ROSENSTEIN**

"When I was reporting an article about sun and skin, I discovered that there's a trend of college students getting free access to tanning beds," says Rosenstein. While researching "Harsh Light" for this issue, the *Allure* beauty writer learned that "indoor tanning is a touchy subject that brings up the question of free enterprise," she says. "But between the campaigns, legislation, and the surgeon general's call to action to prevent skin cancer, I think attitudes about tanning beds are changing, and I wanted to capture that moment."



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laura mercier

# Feedback



Gorgeous @TherealTaraji. I remember seeing Talk to Me and was forever smitten. Strength, sass, soul @Allure\_magazine. @thandienewton via Twitter



Now there's a cover girl in all her glory on @Allure\_magazinestunning in every way! @TherealTaraji is inspiring! @Thisseasonsgold via Twitter

"I dream big. Why dream small?" -@TherealTaraji. Her feature in this month's @Allure\_magazine is perfect. #TeamCookie @JherellDrain via Twitter

I love your July 2015 Allure magazine cover of Taraji P. Henson. There is beauty in diversity, and I love how you put diverse beauty in the pages of your magazine, too. **Catherine Pang** via Facebook

Serving so hard, I don't know what to do with myself. @tarajiphenson x @allure. GET IT. SERVE IT. LEGENDARY. #tarajiphenson #ownyourown @stejpanshaw

via Instagram









@Allure\_magazine Um, freaking out at how cool your fragrance closet is in in in @SephoraSlave07 via Twitter



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laura mercier





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### Feedback



@Allure\_magazine has
the most honest article I have
ever read about #weightloss
in this month's issue. Brilliant!;)
Thank you!
@BCookieNYC
via Twitter

Your diet advice was so good. It said things that really need to be said but we rarely see in print. Yes, you will feel hungry. It's OK. Acknowledge it, and move on. Yes, it's better to just give up some tasty food. Hard, but true. The sugar and refined-carb cravings will pass in about ten days. Honest. And those are virtually all foods we do not need anyway. If you give in once, you'll go overboard and be back at the start. Not everyone wants to hear that (or the rest of the story), but it should be said more. Thanks.

Betty Parker via email

#### **MODERN AGE**

I think Linda Wells did the absolute best thing by revealing her age [Letter From the Editor, June]. There's beauty in every age in a woman's life, and we have to break the taboo and stop keeping it a secret. Not revealing your age is a thing of the past!

> Soraya Figueiredo via email

Kudos to @Allure\_magazine
on the weight loss article
in the July issue. Finally the truth
about dropping
pounds in the real world.
@lcmLIFESTYLE
via Twitter



I've been subscribing to the Beauty Box for almost a year. I love it! I also subscribe to six other popular boxes, and I have to say that Allure is my top pick. You always send high-end products, and the mini mag makes it so much better than the other boxes out there. You give me all the information I need! Please keep up the awesome work.

Diane Melita via Facebook

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# Allure's Experts

For the latest skin, hair, and makeup news, *Allure* turns to the ultimate pros in their fields. A closer look at this month's lineup:



#### Sherry Pagoto

To address tanning beds on college campuses in "Harsh Light," Allure turned to Pagoto, an associate professor of medicine at the University of Massachusetts Medical School in Worcester and the lead researcher in a CDC-funded study on tanning and college students.

#### What's the most surprising thing you discovered in the

study? "How often you can tan for free. When you think about other things that cause cancer, like cigarettes—we would be completely outraged if there were places where young people could get them for free."

### Have you ever used a tanning bed?

"Before my prom. I thought I would look better in my cheesy dress with puffy shoulders. I didn't know better—it was the '80s. Now I wear sunscreen daily."



#### Jeanine Lobell

If you've used a Stila Smudge Pot, you know makeup artist (and Stila founder) Jeanine Lobell. She created Jessica Alba's soft, sultry makeup on *Allure*'s September cover.

#### What is your earliest memory of makeup? "My

mother was a model in New York City in the '50s, and she was pretty foxy. I remember her sitting at her vanity getting ready to go out, putting on her Clinique."

# Do you have any makeup rules for

your three
daughters? "No
rules. They are all
very minimal with
makeup and have
good taste. But hey,
if they have a special
occasion, they
have live-in help."
You've sold Stila.
Do you still use
the products? "I use

the liquid liners

and cream blushes

all the time!"



#### Ayami Nishimura

Nishimura, a selftaught makeup artist, has a real love of color—which made her the perfect person to create the audacious beauty looks in "Boldly Go."

### How did you get your start?

"I started off as a hairdresser. People were asking me to do the hair on test shoots and small jobs, and back then nobody was doing makeup, so I just started doing both."

What's always in your kit? "For base, I like the tones of Chantecaille. For

vibrant color, I really like Make Up
For Ever and M.A.C."
What about in your personal makeup bag? "I like my eyes emphasized and full-on. I use lots of black mascara and black liner inside the top and bottom. And I always do red lips—M.A.C.

pencil in Cherry and

Ruby Woo lipstick."



#### Orlando Pita

A major beauty influencer and backstage presence at fashion shows, Pita, the owner of Orlo Salon in New York City, styled Jessica Alba's hair for the cover.

When did you first cut hair? "I was 14 years old, and it was my brother. We hated our haircuts, so we thought we could cut each other's. But it came out really badly."

#### You do hair at fashion shows, photo shoots, and your salon; what's different?

"You have to please somebody else but still somehow put your stamp on it." How do you style your own hair? "I have very short hair right now, so I don't use products. But I

miss my long hair, so

I'll probably grow

it now. Last time I did

that, I didn't cut my hair for three years. I do hair every day—I can easily not worry about mine."



#### Charlotte Cho

In "Splash!," Cho, a cofounder of the Korean lifestyle and beauty website sokoglam.com and the author of *The Little Book of Skin Care* (William Morrow), shares the best way to use skin essences. How do you decide which products to sell? "I look for brands that have

#### in Korea." What's one Korean product you

a huge following

love now? "Cushion compacts were in every Korean girl's makeup bag back in 2011. Now they're big here."

#### What's your skincare routine?

"I'll start with an oil cleanser, then a water-based cleanser. Then toner, an essence, a sheet mask if there's time, and finish with a moisturizer. I used to just use cleanser and moisturizer before I lived in Korea for a few years."





## GIORGIO ARMANI

#SaySì



# SO YOU WANT TO BE A STYLIST?

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#### Beauty by Numbers



For many women today, suits feel constricting and stuffy. But historically, they offered freedom and power—and controversy. Here, some sharp stats on suits. —KATE SULLIVAN

**1666:** Year King Charles II of England copied French king Louis XIV in demanding that men in court wear waistcoats, trousers, and ties. In England, this attire evolved into the modern suit for men.

**1870s:** Decade actress Sarah Bernhardt scandalized Paris by wearing a custom-made trouser suit, which she called her "boy's clothes." She continued to blur gender roles when she played Hamlet in 1899.

**19th:** Century European women wore tailored jackets with long skirts, called costumes, for activities such as riding, archery, and walking. Trendsetters adopted them for everyday wear, and by 1905, they were common suits for women.

**1914:** Year Coco Chanel designed her first suit—a fur-trimmed jacket with a matching ankle-length skirt.

**2:** Number of 1930s films (*Morocco* and *Blonde Venus*) in which Marlene Dietrich wore a tuxedo and top hat while performing on stage.

**1940s:** Decade *pachucas*, female members of a Mexican-American subculture, began wearing zoot suits to project a tough, rebellious image. *Pachucas* were associated not only with male zoot-suited gangs but also with feminism because they rejected the idea that women could be just wives and mothers.

11: Page in *Picturegoer* magazine in July 1949 in which Katharine Hepburn's style was lauded as a shrewd publicity move: "That slack suit paid for itself several times over—for Katharine Hepburn got special mention in hundreds of different publications. If she'd worn a dress, her name would merely have been listed among the 55 other top stars."

2: Number of characters played by Kim Novak in Alfred Hitchcock's *Vertigo*. To indicate their different personalities, costumer Edith Head gave Madeleine a somber, sophisticated suit and Judy a tacky bombshell look. Novak initially balked at how confining the suit was but later credited it with helping her performance, saying, "They made that suit very stiff. You constantly had to hold your shoulders back and stand erect. But, oh, that was so perfect."

**6:** Number of green suits—in varying stages of damage—that Head designed for Tippi Hedren for Hitchcock's *The Birds*.

1963: Year President John F. Kennedy suggested that his wife wear a pink Chanel suit to an event in Dallas. When he was assassinated in the presidential limousine, the suit became splattered with blood, but Jacqueline Kennedy still wore it to the swearing-in of his successor, Lyndon B. Johnson.

**100:** Number of years the First Lady's suit is to remain in a climate-controlled vault at the National Archives before being displayed at any museum, per a Kennedy family request. For historic preservation, it has never been cleaned.

**1964:** Year André Courrèges introduced slim, minimalist pantsuits for women for day and evening. Until then, women had worn pants only for informal occasions.

#### 1910

Year the American Ladies' Tailors' Association created what was soon nicknamed the "suffragette suit." Along with a blouse and jacket, it had an ankle-length divided skirt that allowed the wearer to take long strides.





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# LANCÔME

#### Beauty by Numbers

**1966:** Year Yves Saint Laurent designed a woman's formal tuxedo that he named Le Smoking. In a 1981 interview, he called it his most important design, and an updated version has been included in every new collection from the brand.

2: Years later that one of Saint Laurent's favorite American clients, socialite Nan Kempner, was denied entry to Manhattan's La Côte Basque restaurant because she was wearing a YSL pantsuit. She took off the pants and walked in wearing the top half of the suit as a minidress.

**1980s:** Decade the power suit—complete with shoulder pads, decorative buttons, and bright, feminine colors—was popular among corporate women. Soon the trend spread beyond the office, thanks to TV shows like *Dynasty*, which launched a line of power suits.

**\$35,000:** Weekly budget for *Dynasty* costumer Nolan Miller, who customized suits for the cast. Miller believed these styles demonstrated the imposing strength of an American woman: "When she walks down the hall, you may not know who she is, but you know she's rich, and you know you better get out of the way."



Number of songs on Grace Jones's 1981 album, Nightclubbing. The cover featured an image of the androgynous singer in an Armani suit with especially broad shoulder pads.

**28:** Rank of Madonna's "Vogue" on *Rolling Stone*'s list of the top 100 music videos of all time. In the video, directed by David Fincher, the singer alternates among several looks, including a black suit worn over exposed lingerie.

**1987:** Year Margaret King became Margaret Thatcher's stylist, later saying that the prime minister wore primarily suits because "she was in a man's world, and she had to look the part."

**7:** Number of Thatcher's suits from the 1970s that sold for £73,125—ten times their minimum estimated price—at a 2012 auction at Christie's South Kensington.

**1992:** Year the "Long Island Lolita," Amy Fisher, wore a dark suit and dark lipstick to her trial for the attempted murder of her lover's wife, prompting disapproval from defense experts who believed the 17-year-old would have gotten more sympathy if she had dressed like a schoolgirl.

**7:** Season of *The Simpsons* in which Marge, wearing a Chanel suit she found at a discount outlet store, is invited to a country club. To keep up the charade of being a wealthy socialite, she alters the suit into a new outfit each day.

**2012:** Year first lady of France Carla Bruni-Sarkozy, who had recently given birth, wore an ill-fitting pantsuit on her last day at Élysée Palace. Asked if her look was a sign that she was tired of being first lady, she responded, "Not at all. Those were the only pants I could get into!"

**6:** Months before releasing her clothing line that Ellen DeGeneres previewed it at the People's Choice Awards in 2015. Wearing a cream pantsuit with a bomber-style jacket, she later told reporters, "I've never found women's clothes that I felt completely comfortable in" and lamented having to tailor menswear to fit her.



**6:** Number of times singer Janelle Monáe, who exclusively wears tuxedos when performing, has been nominated for a Grammy Award. In a 2010 interview, she said of her work uniform, "I feel like I have a responsibility to my community and other young girls to help redefine what it looks like to be a woman."

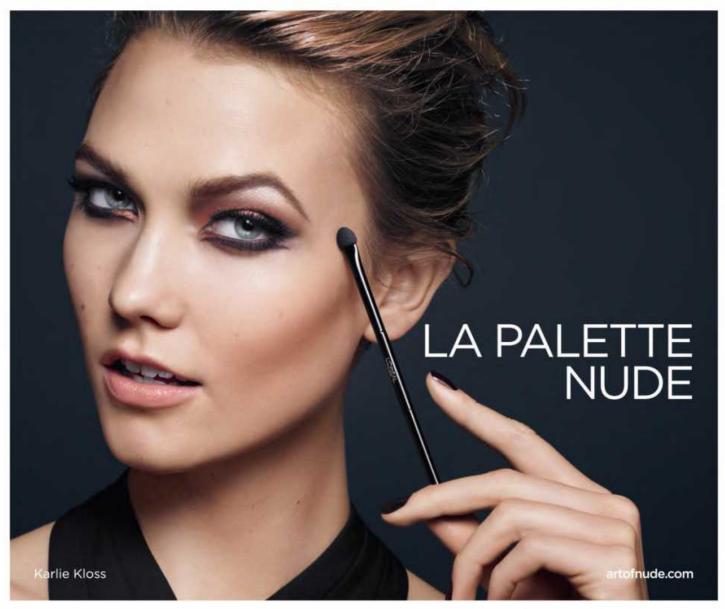
**4,828:** Number of favorites on Twitter that Monáe earned when she replied to a male fan who wrote that she was sexy but he was "tired of those dumbass suits" by writing, "Sit down. I'm not for male consumption." His response: "Yes mam."

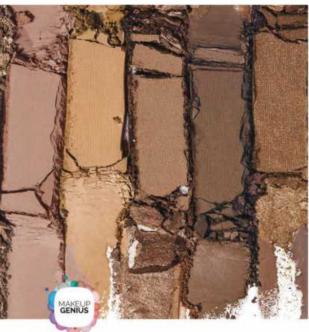
**2000:** Year Hillary Clinton made her Senate-election victory speech, saying, "Sixty-two counties, 16 months, three debates, two opponents, and six black pantsuits later, because of you, here we are."

**50,000:** Estimated number of attendees at the 2008 Democratic National Convention, where Clinton thanked her supporters, her "sisterhood of the traveling pantsuits," after conceding the nomination to Barack Obama.

#### \$30

Cost of the Everyday Pantsuit Tee, with a trompe l'oeil red jacket and campaign pin, on Clinton's 2016 presidential-campaign website. The product description reads: "Pantsuit bottoms not included."





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L'ORÉAL MAKEUP DESIGNER/PARIS



The glass-and-steel skyscraper was

the perfect backdrop for an actress

Alba bypassed the line of tourists outside, took the elevator to the thirty-first floor, and headed to the makeup chair set up in a row of cubicles. Glam complete, she stepped into a corner office and got to work.

The actress snacked on green

juice, rice cakes, crackers, and

hummus. Between shots, she

After the shoot wrapped for

the day, Alba hoped to make

Alba's look can be re-created with the following: Eyeshadow

Trio in Truly Effortless Soft Sand, Crème Blush in Truly

Teasing, and Lip Gloss in Generous Kiss by Honest Beauty.

Cone stop before heading to

the airport for her flight back to Los Angeles: She said she was craving

Momofuku Noodle Bar. - CHLOE METZGER

who's also a businesswoman.

took a tour of the floor.

Wool dress and pins by Prada.

Photographed by Carter Smith. Hair: Orlando Pita of Orlo Salon. Makeup:

Jeanine Lobell. Manicure:

Sheril Bailey. Prop stylist:

Juliet Jernigan. Fashion editor:

Paul Cavaco. Details,

see Shopping Guide.

Makeup Lesson
Makeup artist Jeanine
Lobell admired
Alba's brand-spankingnew collection of
Honest Beauty makeup.
She smudged black
eyeliner and chocolatebrown shadow along
the actress's lash lines,

tapped on a creamy

apricot blush, and swiped

on nude lip gloss.

The shoot at One World Trade Center

by Faye Dunaway

in Network (right).

(above) was inspired

Alba smiles for Smith.

**Hair Lesson** 

To keep Alba's waves perfect during

the long shoot, hairstylist Orlando

Pita used hot rollers from the

'70s: "They're wrapped in velvet and

have wax cores that curl better. New models cool too quickly."

**BEAUTY SCHOOL:**To get Alba's waves without vintage

equipment, see page 170.

Calvin Klein top. Akris skirt.



## ROCK YOUR LIPS

STUDDED KISS LIPSTICK





## Soft Power

A sign-up sheet went around the offices at *Vogue* when I was a junior editor there. A young designer had put together an unusual new collection of clothing and was offering it to us wholesale. We were all in a frenzy, buzzing about the interchangeable pieces, all black, all centered around a leotard-like bodysuit. Everyone wanted in.

The designer, of course, was Donna Karan. The year was 1984. And the proposition was easy, stylish dressing for work. I bought a black bodysuit and a sarong skirt, and they became my first and best work uniform. The clothes were pretty near perfect, except for the snaps on the crotch, which had a tendency to come undone at inopportune moments. Even that had an upside: It encouraged me to learn the locations of the finest restrooms in Manhattan.

When Donna Karan announced in July that she was leaving her company and closing her line, it felt like the end of an era. Her clothes helped define the '80s and '90s. And they could be seen as an emblem of second-wave feminism. By showcasing a woman's curves, they allowed feminine confidence and power in the workplace without tipping the scales to overt sexuality. It was no accident that one of Karan's ads showed a model presiding over a pretend Oval Office. As Carrie Donovan, the fashion editor of *The New York Times Magazine* (and my beloved former



boss), once wrote, "Sometimes one wonders how executive women dressed before Donna Karan."

There was an intimacy to Donna's work, too, and that might have partly been because she draped the clothes on her own body. A rite of passage for an editor would be hanging out with Donna in her studio as she stripped down to her bodysuit and tights.

For me, that intimacy went a step further when she designed my wedding dress, which to this day still astonishes me with its beauty. It was a slip made of layers of ivory silk, covered in an overlay of re-embroidered tulle—delicate and graceful, without a single clichéd pouf or ruffle. The design process was a gas, because it meant time with Donna. And it all went smoothly up until about a month before the big day, when I learned that Barbra Streisand wanted to wear my wedding dress to her opening in Vegas. People—I'm not sure who—promised to have it back to me before my own premiere at a church on Fifth Avenue. This was not part of my bridal fantasy, and I can't remember why Streisand changed her mind, but I'm grateful she did.

Donna Karan's work marked milestones in my life and gave me and many women a sense of comfort and strength. There's nothing quite like wearing something that you love and that, in its own way, loves you back. Thank you, Donna.

65 Wells









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# BEAUNY

THE BEAUTY NEWS YOU NEED TO KNOW NOW

# REPORTER

Black-Cherry Lips at Emanuel Ungaro Makeup artist Lucia Pieroni used lip liner (M.A.C. Lip Pencil in Currant) under dark-plum lipstick (M.A.C. Lipmix in Burgundy).



Jagged Liner at Fendi Makeup artist Peter Philips drew thin strokes over models' lids with the Dior Diorshow Art Pen.

# The Dark Side

Black makeup generally falls into two camps: conventional (eyeliner) or mall goth (lipstick). But this season, there's a third: edgy perfection. Scribbled over lids (at Fendi), floating above the crease (at Rochas), or winged out to the temples (at Chanel), black liner is both eye-opening and very cool. On lips, layers of dark-plum lipstick and liner can create a near-black opacity that's sophisticated, not sullen. Black might just be the new black. —JENNA ROSENSTEIN

#### Chanel Sparkling Mascara Top Coat in Jazzy Blue.

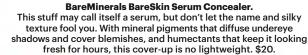
Colored mascaras swing between imperceptible and intense. This one brightens eyes with subtle glints of aqua. See it on lashes on page 144. \$32.

## EDITORS' FAVORITES





We love the tiny lips embossed on these intense lipsticks (even the nude is bold and purposeful). Meta. \$36 each.



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and patchouli. This
is the perfume of the
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know. \$86 for 1.7 ounces.

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texture, ceramides to
make skin look
refreshed, and a lavender
scent that gets you
dozy (without the
ZzzQuil hangover). \$135.

James Nirvana Black Dry Shampoo. A little messy, possibly unwashed—we've made a careful study of the

unwashed—we've made a careful study of the Olsens' hair for years. Now we're closer to achieving it: They've created a texturizer that smells like vanilla and sandalwood. \$28.

ELIZABETH "JAMES

Elizabeth and

BLACK DRY SHAMPOO

Sonia Kashuk Ombré Obsessed Seven-Piece Brush Set.

Pop open the champagne and start putting on your party face. These makeup brushes are as soft as rose petals and give any vanity an Elizabeth Taylor vibe. \$25.99.







OK, quick: Yellow, white, or rose? "I can't choose! I wear two wedding bands, my grandfather's yellow-gold one and my own, which is white gold. I have aviators with yellow-gold frames and ones that look more white gold. And my mom has an Art Deco rose-gold bracelet of my grandmother's that to me is instant romance."

How are accessories and fragrances connected? "They're finishing touches. I mean, most women wouldn't put on an amazing gown and then walk out the door without any jewelry or fragrance. As quickly as we're all moving these days, there's still that checklist: the makeup, the hair, the jewelry, the shoes. Fragrance is a part of that package. The details are often one of the first things someone notices and what they remember."

There are three fragrances in the collection—can you play favorites? "I love jasmine, so I have a soft spot for White Luminous Gold. Jasmine is what you smell the moment you arrive in Capri, where I go every year, or Phuket, another one of my favorite places on earth. And when I have to go somewhere less idyllic, I take along a jasmine-scented Diptyque candle—it's an instant escape."

A sculptural bracelet
(top) and 24K
Brilliant Gold, a blend
of sparkly mandarin
orange and rich woods

A studded bangle,
a wide cuff, and
White Luminous Gold,
an amber-spiked
jasmine scent







a Mauve, and Moreen Blu

eye shadows are intensely pi

58 Allure September 2015

flacon, created by French furniture designer Martin Szekely, has a sexy, see-through quality. The pattern is a replica of Naïa's iconic laser-cut design, whicl

Alaïa's iconic laser-cut design, which first appeared on a leather corset in 1990. The hefty, sculpted cap looks like a spool of gold thread.

-LIANA SCHAFFNER



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What it is: A medium- to full-coverage liquid foundation that delivers an airbrush-like finish on and off camera How it looks/feels: The creamy formula feels more hydrating than the original HD foundation. It comes in 40 (that's right, four-zero) shades. Why we like it: As any newscaster will tell you, makeup that looks awesome on camera often looks freaky IRL, and vice versa. This foundation camouflages pores, blemishes, and fine lines that look pronounced through a lens or under harsh lights, but the formula is lightweight enough to blend in with your skin instead of covering it like a mask. Cosmetic chemist Ni'Kita Wilson explains: "Bismuth oxychloride, a soft-focus powder in the formula, helps blur blemishes, while special dyes boost coverage without adding more powder on top of skin." As for our Snapchats? They've never looked better. -IRMA ELEZOVIC



#### PRODUCT REVIEW PETER THOMAS ROTH **ACNE DOTS**

What they are: Sticky patches for shrinking pimples Key ingredients: 0.5 percent salicylic acid (exfoliates); tea-tree oil (antibacterial)

How they look/feel/smell: The clear, round patches are just big enough to cover a pimple. They hold a thin layer of the silky formula. Why we like them: They're more discreet than a glob of spot treatment and just as effective on blackheads, whiteheads, and red bumps. Salicylic acid and tea-tree oil is a great combination for getting rid of pore-clogging oil and killing acne-causing bacteria. The stickers cleared up our testers' small breakouts in one night and a monster zit in two. -ELIZABETH SIEGEL

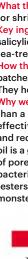


#### LIVING **PROOF DRY** SHAMPOO

What it is: A dry shampoo that actually removes oil and makes hair smell nice, too **Key ingredients: OFPMA** (Living Proof's patented hairsmoothing molecule): rice

starch and cellulose (absorb oil); zeolite (traps odors); hydrated silica (soaks up sweat)

How it looks/feels/smells: The formula looks white when sprayed on hair but disappears once it's brushed out. The light floral scent lasts for hours. Why we like it: Three days after our last shampoo, the spray made our fine hair feel cleaner and smell better, without chalkiness. "This is a more effective dry shampoo than anything on the market," says cosmetic chemist Jim Hammer. "The powders remove oil, odor, and perspiration, while the OFPMA polymer means no powdery residue, so hair really is cleaner." But if you're looking for volume and rumpled texture, look elsewhere. This dry shampoo is built for cleansing. - BROOKE LE POER TRENCH



#### ROBBING THE CRADLE

You know when your skin was really amazing? The day you were born. The delivery room is now providing anti-aging skin-care inspiration. Biologique Recherche Crème Masque Vernix uses a mix of fatty emollients that simulates vernix, the waxy coating on a newborn baby. Hourglass Equilibrium Biomimetic Skin Active Serum employs a plant-based lipid that mimics the one found in amniotic fluid. This has all the hallmarks of a gimmick, but the science may be legit. The emollients and lipids really can replicate the fats in vernix and amniotic fluid, which hydrate and improve the skin barrier. "These formulas are especially good for very dry, sun-damaged skin," says Joshua

Zeichner, a dermatologist in New York City. They're also especially good for people with money to burn: They cost \$179 and \$350, respectively. - DANIELLE PERGAMENT





With a soulful voice that gives us goose bumps, a couple of hit songs, and nearly 2 million Instagram followers, 18-year-old Pia Mia is poised to be music's next big thing. But her look inspires some déjà vu. We break it down. —IRMA ELEZOVIC



#### BEAUTY WORLD Australia

The country's biggest export is, technically, iron ore. But we'd argue it's beauty. Exhibit A: Ruby Rose. Exhibit B: the Hemsworth brothers. And C: a lot of very cool new beauty products. Here, our favorites—all available this side of Bondi Beach. —JENNA ROSENSTEIN



#### White Label Sample Dirty Mist.

This texturizing mist feels lighter than a salt spray and doesn't leave your hair crispy. It creates soft bends and smells insanely clean, like fluffy towels. \$19.



#### Raw Spirit Desert Blush.

This sexy floral perfume gets its sweetness from boronia, a scented shrub native to Australia, and its seductiveness from jasmine, musk, and sandalwood. \$90 for 1 ounce.



#### Mr. Smith Shampoo and Conditioner.

The exotic scent (jasmine, patchouli oil) lingers; the silicone-free formulas smooth without smothering waves. \$30 each.



#### Frank Creamy Face Scrub.

The company known for its intense coffee body scrubs now has a gentler formula for your face that blends ground coffee with kaolin clay (to absorb oil) and antioxidant-rich oils (to soften). \$19.95.

#### Five for Your Feed The Instagram accounts we're loving (and, you know, liking) this month. - KRISTIE DASH



For gorgeous makeup on gorgeous models: Makeup artist @hungvanngo



For street-style eye candy: Globetrotting photographer @le21eme



For an insider's look at life backstage and in front of the camera: Model @soojmooj



For quirky collages (think Humans of New York meets Us Weekly): @mydaywithleo



For offbeat—and sometimes even achievable!—nail-art inspo: manicurist @mpnails







BLACK OPIUM WesSaint/aurent

THE NEW FEMININE FRAGRANCE

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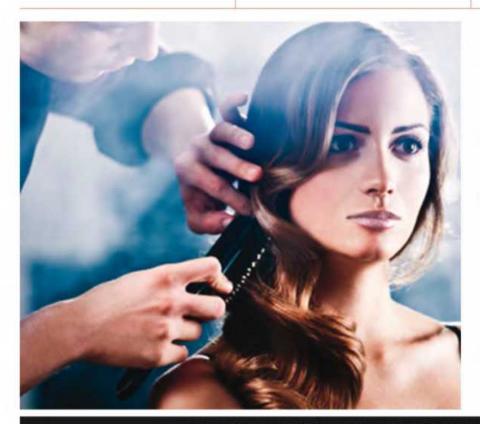


#### e LAM lights

#### L'ORÉAL PARIS HIGHLIGHT OF THE SEASON

Achieve ultra-glamorous, beautifully blended highlights with L'Oréal Paris's new Preference Glam Lights. It's quick and easy: Simply fill the patent-pending Expert Highlights Brush with product, and brush it through your hair from root to tip for pure hair illumination. Available in three shades ranging from light blonde to dark brown.

For tips and trick, visit glamlights.com.



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CULT OBJECT

## CROWN JEWEL

Christian Louboutin, the king of the red-soled stiletto, has just coronated a new line of lipsticks. Inspired by Egyptian queen Nefertiti, each tube is sculpted like a vial, capped with a crown, and designed to dangle from the neck like a treasured antiquity. This 38-shade collection deserves the full jewel-of-the-Nile treatment: Flaunt it on your neck or a sleek vanity top but never, ever in the bottom of your bag. —FRANCES LITTLE

Christian Louboutin Lip Colour in Youpiyou, \$90



Helps reverse the signs of environmental damage, the #1 cause of aging skin.' Clinically proven to reduce the appearance of fine lines, wrinkles, sun damage and uneven skin texture. 96% of women saw an improvement in skin's overall appearance in just four weeks."

#### Proof... not Promises

Bahman, G. et al (2009). Factors Contributing to the Facial Aging of Identical Twins.

Based on a US home use test on 99 women aged 25-65 after 4 weeks.

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**BEAUTYREPORTER** 

68 Allure • September 2015









Dermatologist Recommended for Scars and Stretch Marks.



"I had a bad fall and ended up with a large cut along my shin bone. I like to wear skirts and dresses so I was worried about having a scar in such a noticeable place. Just as the wound was healing, I read an article in a magazine in which a celebrity swore by Bio-Oil. I was skeptical, but I thought it was worth a try. I faithfully followed the directions for using Bio-Oil, and my scar is now less noticeable. I feel confident wearing skirts and dresses again, and I have Bio-Oil to thank!" Gwen Streeter



First comes love, then comes marriage—usually with about 50 hair trials, brow and nail appointments, and personal-training sessions in between. But a new generation of brides are chucking tradition. Some even do their own hair and makeup before dancing the night away...in flats.

Hannah Soboroff married Eran Shargal outside the Beach Plum Inn in Martha's Vineyard, Massachusetts.

#### HANNAH SOBOROFF

For some brides, wearing flats on your wedding day is unimaginable, but not for Soboroff. The executive at the RealReal, a luxury-consignment service, found Christian Louboutin flat sandals in rose gold: "People thought I was freaking crazy, but it was the best. I could dance and walk. They were comfortable and really pretty."

**Dress:** "The big thing is usually the wedding dress, but that was weirdly kind of the easiest. I have a picture of my mom on her wedding day. I loved the cut and the blush color. So I wore her dress."

**Accessories:** "Our florist made flower crowns for my nine bridesmaids and me. They were baby's breath and herbs; mine had small roses on one side."

**Hair:** "I wanted to feel like myself, so I wore it down and wavy. My hairstylist, Shin An, who also did my makeup, blew it out, wrapped some pieces around a curling iron, and did really pretty small braids around the flower crown."

**Makeup:** "I hate eye shadow more than anything, but my makeup artist forced me to put a little on, and then she added black liquid liner on the top. I have some serious real lashes, so she just put on some waterproof mascara."

Prewedding prep: "My facialist, J'ai Lone, recommended a hydrating sheet mask [Stem Cell Beauty Innovations Superba Stem Cell masks] that I used before my makeup the day of, which was the best thing ever."

Scent: "A mix of oils by Ambre Blends. It's a natural scent, not like a perfume."

First dance: "John Mayer's cover of 'XO.' Everyone was singing while we were dancing. It was so cool."

**Second look:** "Once everyone started to get loose, I snuck off and changed into a slip dress by The Row—and I kept on my flats." —MADDIE ABERMAN









#### for a formal wedding at the Kayne Griffin Corcoran art gallery in Los Angeles. Hair: "I wanted the back of my hair to look cool and modern but the front to feel classic, so my stylist, Ashlee Rose, created a braided bun. During the reception, the bun fell out, and it ended up looking like a cool braid, so I had two looks for the night." Makeup: Hirsch asked for "a lash-y, bronzy face and neutral lips that would last all night." Her makeup artist, Daniele Piersons, used pink and brown

of them. I ended up in a very simple J. Mendel. In a different color, it would be something you'd see at the Oscars." **Shoes:** "For the party, I switched to the most comfortable heels in my closet bright-blue Fendi platforms." -M. A.

## RY RUSSO-YOUNG

Filmmaker Russo-Young's first dance was a traditional square dance, strictly choreographed and practiced. Her beauty look was neither. "I decided to do my own hair and makeup. Or not do it," she says, laughing. "I really wanted to look like myself even if I didn't look perfect."

Hair: "Tinsel & Twine made me a flower crown that was thin and minimal; I didn't want anything so big that it overtook my head. I air-dried my hair that morning and sprayed some Bumble and Bumble texturizing spray in it." Makeup: "I used concealer and powder to take down the shine and Nars blush on my cheeks for a bit of color, then did a coat of Maybelline Great Lash mascara. I used a combination of Sephora and Bite lipsticks to get a pretty pink color." Scent: "I wore Kiehl's musk, and I scented my bouquet and the tables at the reception with eucalyptus

leaves, my favorite smell." Jitters cure: "I took a shot of moonshine before I walked out."

Second look: "A Rag & Bone eyelet-andwhite-leather tennis dress that I changed into at the reception." -c.q.o.





Josie Maran Coconut Watercolor Lip Stain & Shine in Coral Oasis

Postwedding treat: "We brought in five people to massage

everyone's feet." -M.A.

Jordan in her Atelier Versace gown



### **ENDURING IS ON**



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she understood the power of a non-stick approach in heated situations.
introducing the all in good taste kitchen collection,
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#### Bulletin **A New Era** The discreet charms of Victorian dressing are design inspiration this fall. Givenchy's ruffled ensemble has an hourglass silhouette, but the sheer bodice would have had Victorians rushing for smelling salts. At Alexander McQueen, a high-collared jacket's intricate macramé is demure and decorative. Parlor games, anyone? - siobhan Bonnouvrier **MARY KATRANTZOU** wool-blend skirt, ALEXANDER McQUEEN \$11,630 for similar styles georgette-and-leather (modaoperandi.com). jacket, \$8,945, at Alexander McQueen, N.Y.C. (212-645-1797). FOR PHOTOGRAPHERS' CREDITS, SEE CREDITS PAGE. **AMEDEO** agate-and-diamond ring, \$1,300, **GIANVITO ROSSI** at Amedeo, N.Y.C. (212-737-4100). lace boots, \$3,395, at Bergdorf Goodman, N.Y.C. (212-753-7300). Givenchy silk blouse, wool skirt, leather boots, necklace, earrings, and nose ring. Details, see Shopping Guide. September 2015 • Allure 83





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## **Buckle Up**

The new Mary Janes are strap happy, high heeled, and amped up.



PRADA
leather shoes, price
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GIANVITO ROSSI patent-leather shoes, \$975 (net-a-porter.com).



Meet your matte. Your fantasy matte. The matte that not only feels great but also lasts for hours. In sixteen luxe, go-the-distance shades, from oh-so-sweet pale pink to va-va-voom fiery red. This matte? So major.

MILHII

INSPIRED BY MILAN . LOOK BY MILANI



## **Mixed Bag**

The understated chic of a Parisian brasserie coursed through Chanel's fall runway show, right down to witty takes on waiters' uniforms and bags dripping in decorative tiles. The most delectable of those bags, a chain-strap version with mosaic pieces, shimmers like a monument to the corner café. French-flag colors crisscross banquette-red leather, creating a movable feast of pattern and texture. Check, please. —FRANCES LITTLE







#### **FASHIONSENSE**



"I slung a white Botkier bag cross-body to break up the shape of the culottes and

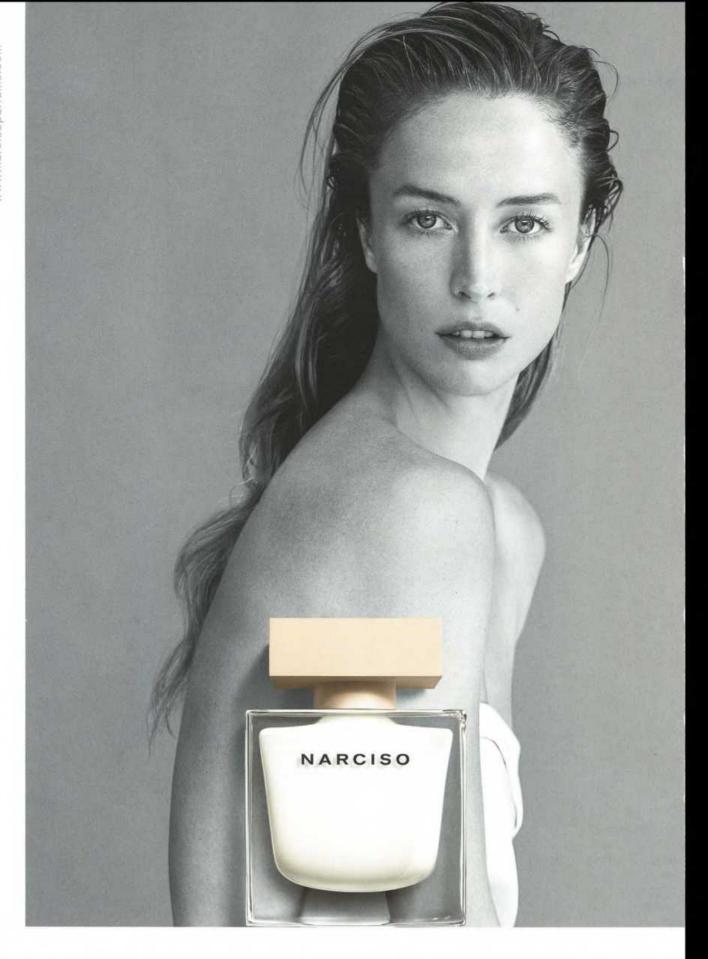
the slouchy Sincerely Jules top."



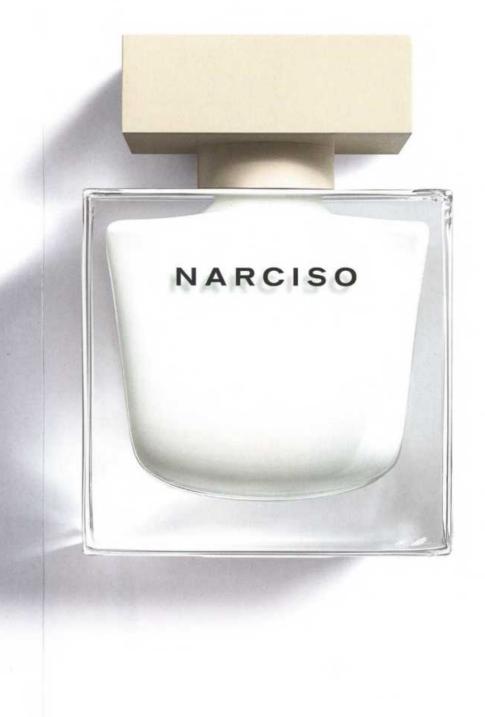
"I LIKE A SPLASH OF ROCK AND ROLL HERE AND THERE. I LOVE BIKER JACKETS."







THE NEW FRAGRANCE FOR WOMEN BY narciso rodriguez



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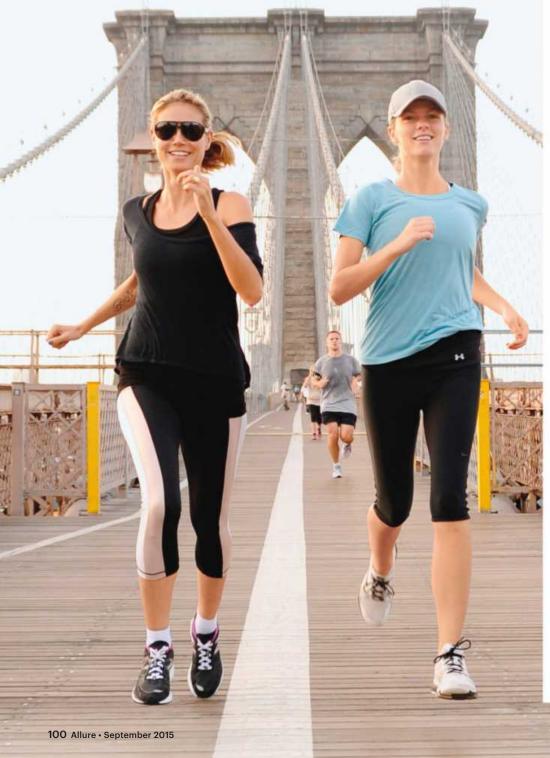
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# Insiders Guide

EXPERT ADVICE ON WEARING A MIDLENGTH SKIRT, ORDERING FOOD LIKE A PRO, AND MORE

## HOW TO STYLE YOUR HAIR AFTER A WORKOUT



An interview with Teddi Cranford, hairstylist and owner of the White Rose Collective, a salon in New York City.

I do SoulCycle, so I know what it's like to have your workout destroy your hair. But it is possible to leave the gym with your hair dignity intact.

**Protect yourself.** Do as much as you can before the workout to prepare your hair. Spray your scalp with dry shampoo, especially along the hairline—this will soak up sweat.

Aim high. Get your hair off your neck and forehead by twisting it all into a topknot and securing the outside of the bun with an elastic. If your hair is long enough, braid it before you twist. After you work out, your hair will have a nice wave, and since the elastic wasn't wrapped around the base, you won't have a dent. You can also slide a bandanna or an absorbent headband over your hairline.

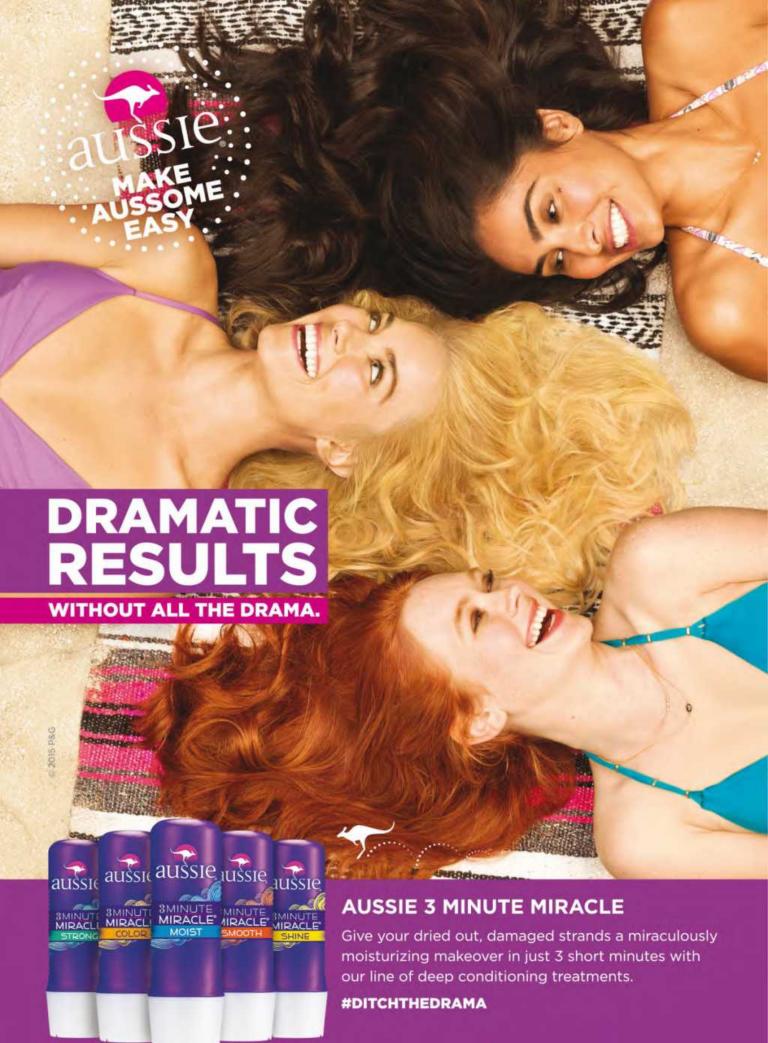
Go for beachy waves. Salt sprays are great after a workout. The alcohol in most formulas helps sweat evaporate. Tilt your head and scrunch it in.

Bang it out. If you have bangs or short layers around your face, rinse them thoroughly and blow them out using a blow-dryer's cool setting.

Lean into it. If your hair is dripping with sweat, no styling shortcut in the world is going to work. You need to at least rinse it. If you don't have time to restyle completely, add a little gel to your wet hair and pull it into a low, tight ponytail. It's an easy, sleek look.

-INTERVIEW BY DANIELLE PERGAMENT

Heidi Klum and Brooklyn Decker run across the Brooklyn Bridge.





An interview with Danielle and Laura Kosann, sisters and founders of the online culinary magazine The New Potato.

Some people have an uncanny talent for finding the best thing to order, while others just have dinner envy. Here's how to get a truly special meal. **Read ahead.** Do some research on a restaurant's best dishes before you go. We love the website The Infatuation, New York magazine, and when traveling overseas, the Wallpaper guides.

Order something you'd never bother cooking. Chicken and grilled salmon can be lovely, but they usually don't show the chef's creativity or talent. Pick a dish you don't eat all the time or one that's a chore to make or has

mysterious flavorings. It doesn't need to be obscure; ordering fresh pasta in good Italian restaurants is worthwhile because you can't make that nearly as well at home.

**Embrace weirdness.** Some of our favorite meals sound strange but taste amazing. You think of truffles with pasta, not in a sushi roll—yet the truffle-and-wild-mushroom tempura roll at Neta in New York City somehow melds together perfectly. The spaghetti at Charlie Bird has sardines, pine nuts, and raisins. At Toro, the bocadillo de erizos, a Spanish

pressed sandwich, has sea urchin, miso butter, and pickled mustard seeds. Weird—and wonderful.

Compliment the kitchen. If the restaurant has a well-known chef, put yourself in his hands. Instead of asking the server what he likes best, ask him what the chef is known for or what she's been experimenting with lately. Alternatively, at a good restaurant with limited options, we know one vegetarian who asks the kitchen to create something off-menu. She says she's eaten some of her favorite meals this way. —INTERVIEW BY MEIRAV DEVASH

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## Shop This Editor's Makeup Bag

Even a streamlined makeup bag has room for new favorites.
Contributing beauty director Patricia Tortolani shares her current selections, all centered around subtle makeup, glowing skin, and sexy, no-fuss hair.



Patricia Tortolani Contributing beauty director, Allure



Giorgio Armani Maestro Liquid Summer When I want my skin to look summery and not makeup-y, I'll add a drop of this to my sunscreen and skip any other makeup.



Clinique Chubby Stick
Moisturizing Lip Colour Balm
in Heaping Hazelnut
The Allure Best of Beauty
winner is a perfect pinkish
beige that makes your
lips look better than normal
but not overdone.



Waterproof Protective Undereye Concealer
I discovered this concealer when a new job brought on stress breakouts. Now I dot it on my dark circles, and it works like a charm.

Lancôme Effacernes



Olay Regenerist
Luminous Facial Oil
If you're still not sure
about face oils, this is an
ideal starter formula.
It's lightweight and not too
perfumy (or pricey), and
it won't leave you greasy.



Alterna Bamboo Beach Summer Ocean Waves No choppy lob is complete without a good texturizing spray. This one gives my layers a piecey slept-in look without making my hair feel dirty.

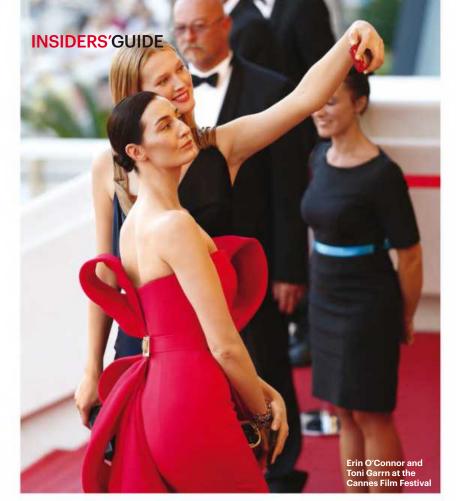
# IT'S TASTIER THAN MILK. PEOPLE WITH TASTE BUDS SAID SO.



Silk Vanilla
Almondmilk is
deliciously smooth
and most people
prefer its taste to milk.
Try for yourself.

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### HOW TO IMPROVE YOUR INSTAGRAM GAME

An interview with Liz Eswein, Instagrammer and executive director of social-media agency Laundry Service.

At its core, Instagram is a photography app. The best thing you can do is practice your photography skills: take a class, go to exhibits. Figuring out your aesthetic will make your feed more powerful.

Pick a theme. Fashion, travel, dogs—a theme makes an account more compelling. The most popular are fashion, lifestyle, and beauty. Then pick a handle that's fun and conveys your focus. Whether you use a filter depends on the feeling you want to achieve; the most important thing is to be cohesive.

Have a sense of humor. Some Instagram accounts never show a chink in the armor—they're always on. You have to make fun of yourself once in a while so you don't seem arrogant. Edit yourself. The great accounts are not the most prolific—this isn't Twitter. The best Instagrammers I know take hundreds and hundreds of pictures at a time but post only one or maybe two pictures from the event. In general, it's good to post at least once a day to maintain consistency.

(Otherwise, try to post at least three times a week.) And never throw up anything that's blurry or generic or uninteresting. Evening and mornings are the key times to post—you tend to get the most engagement.

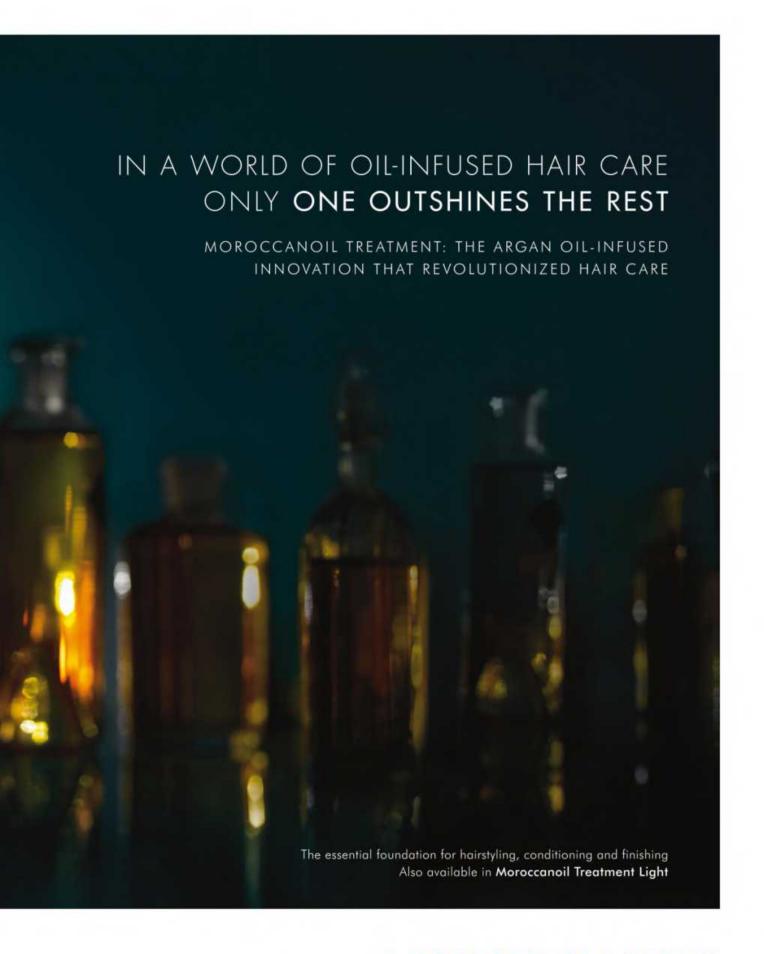
Don't go crazy with hashtags. They are useful for aggregating, but adding a bunch will just muddle up your account. There are millions of photos tagged #newyorkcity, which means using that isn't going to lead a lot of people to your post. Hashtags are great for specific events, though, like a festival or a wedding, where you want to keep track of what's happening and be a part of that aggregated content.

**Be social.** Follow other Instagram accounts that inspire you, go to events, and make connections. (*Street Dreams* magazine hosts great launch events around the country.) Also, asking questions in your captions and engaging with your audience is key. It entices your followers to interact with you.

-INTERVIEW BY DANIELLE PERGAMENT







MOROCCANOIL.



The human sense of smell isn't just highly developed; it's highly discriminating. We're hardwired to keep a safe distance from certain scents, especially aggressive

ones. So when a new note arrives on the fragrance scene, it has to both appeal to our particular tastes and get past a deeply ingrained survival mechanism. It may take decades for a scent to gain popularity, or even acceptance. Take oud, a wood distillation that was ubiquitous in the Arabian Peninsula but virtually unknown in the Western Hemisphere until 2002, when Yves Saint Laurent incorporated it into M7 for men. The scent wasn't well received, but perfumers kept at it, gradually adding oud to new formulas until it finally entered our scent vocabulary. Now oud is so mainstream, it's even landing in laundry detergent. It's hard to believe that some of the notes we consider common were once controversial, but they serve as a great reminder of the transformative, progressive power of perfume.



#### CALONE ISSEY MIYAKE L'EAU D'ISSEY

This synthetic note smells intensely of the seashore and was so unusual that it sat on a shelf in a lab for about 20 years before any perfumer was brave enough to use it. When it finally appeared in New West by Aramis, the scent was a commercial flop. But calone's cold, metallic quality continued to inspire perfumers. In 1992, L'Eau d'Issey softened the briny edge with flowers and helped create a popular new genre in the process: marine scents



#### CEDARWOOD SERGE LUTENS FÉMINITÉ DU BOIS

Dry and spiky cedarwood has always been popular in men's fragrances, but it was considered too "unpretty" for a women's scent. In 1992, Serge Lutens featured a bold cedar note in this groundbreaking perfume and opened a new olfactory path, making it acceptable for a women's fragrance to have dimension and backbone.



#### OUD MAISON FRANCIS KURKDJIAN OUD SATIN MOOD

Because oud worked its way into the mainstream so gradually, many perfumes feature a quiet, timid, almost sneaky version of it. I wanted to create a scent that honors its dark, resinous quality, which comes from a distillation of Aguilaria wood. With Bulgarian rose, Turkish rose, and vanilla, this fragrance is moody, mysterious, and opulent.



#### IRIS PRADA INFUSION D'IRIS

The smell of iris comes from its roots. which have a toffee-like scent. A largely unfamiliar note, it debuted in 1947 in Jacques Fath's Iris Gris, then appeared in Chanel No. 19 as a complement to green resin. But iris didn't gain broad appeal until recently, when Prada blended it with cedarwood, vetiver, and orange blossom. The result is a rich, woodsy scent that's also elegant and spare.

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## SECRETS OF A SKINDOCTOR



s a freshly minted dermatologist, I see dozens of patients each week and field all the skin questions they have. But my path to wearing the white coat was unexpected. Before going to medical school, I worked as a writer and magazine editor for five yearsincluding a year and a half at Allure, where I learned the magazine's approach to rigorous science and skin-care reporting. During my journalism career, I attended dermatology conferences, pored over scientific studies, and grilled dermatologists for advice for readers. And I loved it! In fact, I loved it so much that I did something drastic: I headed back to the classroom and earned a medical degree from the NYU School of Medicine in 2012. Now I'm in my final year of a dermatology residency at Stanford University. I'd like to let women know exactly what I notice about their behavior, their products, and their skin mistakes. Finding out the real story could save your skin.

By Laurel Naversen Geraghty



#### Top Questions— Answered

The most common questions I hear from my patients every day:

What is this brown bump?
A: Odds are it's either a skin tag or another benign lesion called a seborrheic keratosis. We don't have them as children, but virtually all adults develop them. Your dermatologist can diagnose them at a glance (and remove them quickly), but my patients often worry that they are dangerous moles or skin cancer. It isn't always easy to tell the difference, but in general, these benign papules tend to be bumpy or rough or look stuck on. Melanoma is often uneven, may have unusual colors, and may even bleed.

What can I do about sun spots?
A: The best answer is simple: sunscreen. But that sometimes seems unsatisfying to my patients, maybe because of the misconception that sunscreen only protects from future damage. In reality, sunscreen gives skin the opportunity to recover from damage you've already accumulated. Intense Pulsed Light and other laser therapies can help fade sun spots, too, but it's important to realize that the benefits won't last without sunscreen.

What's the best sunscreen?

A: The honest answer: whichever one you like enough to use consistently. There are so many good options, but a favorite among dermatologists is EltaMD UV Clear Broad-Spectrum SPF 46 because it's light and rubs in easily. Sunscreens containing Tinosorb, from Canada, offer superior protection from UVA rays (the sunlight that causes tanning, sagging, and age spots, along with skin cancer); the ingredient has an excellent safety profile, but it hasn't been approved by the FDA yet. My fair-skinned family keeps a one-gallon pump bottle of Blue Lizard Australian Sunscreen Sensitive SPF 30. And one thing to know: There has been controversy over whether some sunscreens are dangerous. But when you break down the claims from a scientific viewpoint, the majority of them do not hold water. The bottom line: Consistent daily sun protection remains the single most critical step we can take to keep skin healthy and beautiful.

## Another Reason to Wash Your Face

Pollution has long been known to increase free radicals on the skin, potentially worsening the signs of aging. And a recent article in the *Journal of Drugs in Dermatology* suggested that pollution could also worsen melasma (dark, mottled coloration, especially on the cheeks) and other pigmentation problems. Cleansing the face at night helps remove tiny particles from exhaust and soot that may worsen the conditions.

#### WHAT'S THIS RASH?

The causes of rashes are as varied as the cures. Here's what to know.

Snap a photo when the rash is at its worst. This can help your doctor diagnose it and decide on the best therapy.

Take note of any recent medications antibiotics or even ibuprofen. These are common causes of drug rashes.

Don't overanalyze your diet. Nearly every patient I see attributes her rash to a particular food. But the largest scientific studies on diet and skin have failed to show many compelling links. A few notable exceptions: Food allergies are notorious for causing hives and swelling, shiitake mushrooms can cause distinctive red or brown streaks, and a splash of lime on sun-exposed skin can cause temporary brown discoloration.

Look at your nails. If you have an itchy rash on your eyelids, I am going to be suspicious about your nail polish. Tosylamide/formaldehyde resin, found in many formulas, is a common culprit—contact with it simply from touching or rubbing your eyes can cause a rash. Sally Hansen and Rescue Beauty Lounge polishes don't contain it.

Check out your pants. If you are itchy around your belly button, you are probably allergic to nickel (in the metal snap on your jeans). Tons of jewelry contains hidden nickel. Dimethylglyoxime is an over-the-counter liquid that will temporarily turn metal pink if it contains nickel, which can be a helpful tool.

Know when it's serious. Rashes can be dangerous or even life threatening. Signs that should send you to the emergency room: skin pain, unexplained blisters or deep-purple skin lesions, or a rash in addition to fever, facial or lip swelling, or difficulty breathing.

#### When you're desperate with an itchy rash, three steps offer relief:

- 1. Rub on a 1 percent hydrocortisone cream twice a day. Any topical steroid (such as hydrocortisone) works better when something occlusive is placed on top: a bandage, an Ace wrap, plastic wrap, or tight-fitting clothing. This ultramild strength is safe even for the face for a week or two (no longer than that if you don't know the cause of the rash), but don't put it on acne or stretch marks; it could worsen them. If your rash isn't improving, see your doctor.
- 2. Stash a cream containing menthol, such as Sarna lotion or Gold Bond Rapid Relief Anti-Itch Cream, in your fridge. The cold, minty sensation distracts the skin's nerves to reduce itching.
- **3.** Consider a Benadryl (diphenhydramine) pill if you scratch in your sleep; my patients do the worst damage at night.



"Visible flakes, with regular use 62015 P&G





#### **Rx TRICK**

Before you fork over \$100 or more for any prescription, call your doctor; she may be able to request a prior authorization to get it covered by insurance or offer a less expensive alternative. Since prescription pricing can vary widely, I refer my patients to goodrx.com, where you can search the cost of a medication at pharmacies in your area.

#### **Acne Action**

Acne is a bit like a Kardashian—seemingly everywhere and often misunderstood. How a dermatologist treats acne:

**Topical medications** work best in combination. The bacterium that helps to drive acne, called Propionibacterium acnes, can develop resistance to topical antibiotics if you use only one. Benzoyl peroxide plus another antibiotic (prescription clindamycin 1 percent lotion is my favorite) can lead to far greater improvement than either therapy alone.

If you're prone to blackheads and whiteheads: An overthe-counter benzoyl peroxide gel or wash might help a little, but a prescription-strength retinoid cream (such as tretinoin or adapalene) is what you really need.

Pimples along the jaw and the sides of the cheeks tend to be hormonally driven. These are the patients I often start on birth control pills, which are FDA-approved for the treatment of acne.

If you have deep, painful blemishes or indented scars, you need a prescription pill. Topical therapies can't reach deep-seated acne, and one scarring pimple every month over four years quickly adds up to 48 scars on the face—something I consider totally unacceptable for my patients. Temporary use of antibiotics, birth control pills, or isotretinoin can halt the process.

When medication isn't helping, the problem may not be acne. It's what we call PIPA (postinflammatory pigmentary alteration), the pink or dark spot that forms after a blemish. PIPA can take weeks, months, or years to clear up, especially in richly pigmented skin. The best treatment is near-obsessive use of a noncomedogenic, broad-spectrum sunscreen, such as Cetaphil DermaControl Oil Control Moisturizer SPF 30 or Neutrogena Clear Face Liquid-Lotion Sunscreen SPF 30.

Isotretinoin, the drug often called Accutane, is the closest thing we have to a cure for severe acne. I have seen it change my patients' lives, and it did the same for me when I was an adolescent. For a number of women. the skin remains clear for life. Because the drug causes birth defects in the children of women who become pregnant while taking it, two methods of contraception are essential. Most side effects-dry skin and lips and sun sensitivity-resolve after the medication is stopped. There have been reports of depression and suicide (though scientific research has not proven a link).



#### **What Not to Do**

Before your dermatologist appointment, follow these steps.

Don't wear nail polish. Like medically trained palm readers, dermatologists rely on the nails and cuticles for subtle but critical clues about the cause of a skin rash, patchy hair loss, painful mouth sores, and much more. For instance, tiny indented nail pits can be seen with alopecia areata, a form of hair loss caused by the immune system; spoonshaped nails may indicate an iron deficiency; and cuticles with irregular blood vessels can suggest an autoimmune disease.

Don't skip your regular skin-care products. None of us would show up at the dentist's office without brushing and flossing, yet every day patients tell me, "I didn't put any skin products on because I want you to see my face in its true form." It's fine to skip your makeup, but if you need topical medication for eczema or psoriasis or acne, use it! Your dermatologist can still assess your skin—and can better understand how it's responding to your current treatment. (Important exception: If you have a rash that's new, a topical steroid, such as hydrocortisone, could obscure the diagnosis or make a skin biopsy less revealing.)

Don't leave medications at home. When asked what they're applying, my patients often refer to a cream as "the blue one," which could be any one of a dozen therapies. Dermatologists understand; many meds sound similar, and they often have ridiculous four-syllable names. Even subtle differences—such as the percentage strength or whether it's a cream, a gel, or an ointment—can make a profound difference, and we need to know exactly what you're using. If you don't feel like lugging them along with you, snap a picture; that works, too.

Don't leave your clothes on—wear the gown. Declining the examroom gown and staying dressed inevitably leads to one of two things: a subpar skin exam (I often find myself craning and angling through clothes to get a view of an armpit, hip, or shin), or an awkward moment as you wriggle out of your skinny pants while your doctor looks away. I ask patients to remove everything but their underwear and put on the gown with the opening in the back.

Don't apologize if you haven't shaved. Almost every day, a woman tells me she is sorry for her stubble or laments that she is overdue for a wax. Your dermatologist is not your boyfriend—she couldn't care less about a little regrowth, and she expects healthy skin to grow hair.

#### THE ONE THING ALL DOCTORS I OVE

The product dermatologists adore and no woman actually uses enough: petroleum jelly. It's the most moisturizing agent known to man, guards against infection when applied to cuts, and serves as the perfect soothing topical treatment after lasers and other skin procedures. Some women express concern about possible impurities, but pure white petrolatum (such as Vaseline 100% Pure Petroleum Jelly) is, by definition, purified. It's chemically inert (meaning it has no chemical activity), and no one is allergic to it.

#### THE ONE THING ALL DOCTORS HATE

...even though women like it: antibiotic ointment, especially if it contains neomycin or bacitracin. It can be helpful for skin infections, but I see patients slather it on for any number of reasons, like itchy skin, dry skin, or chapped lips. But it often makes skin worse because allergies to antibiotic ointment are so common (about one person in ten is allergic to neomycin, for example). I consider this ointment the poison ivy of skin-care products. Avoid it unless you have cuts or scrapes.

#### Skin Help in 15 Minutes or Less

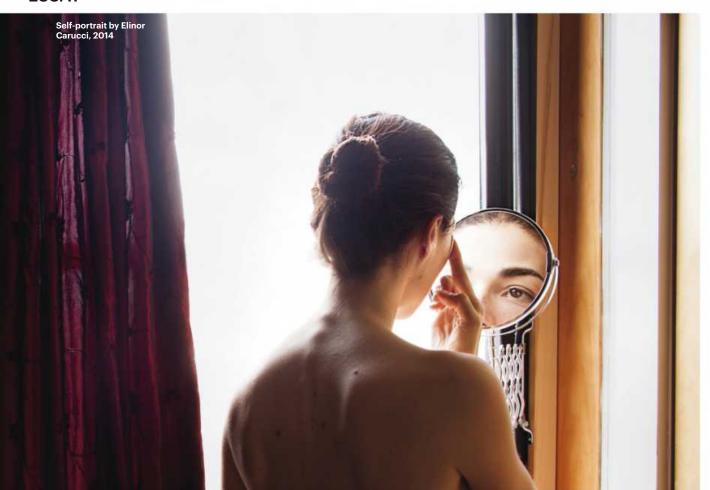
Most dermatologists allot 15 minutes for each appointment. Max. Make the most of the time by identifying your top three concerns in advance (knowing that she will likely screen for skin cancer, too). If your chief complaint is complex, such as hair loss or a severe rash, save everything else for a future appointment. Some women write out a time line of symptoms and treatments; this is occasionally helpful for complex rashes but generally isn't necessary (we can usually tell right away if the diagnosis is eczema, psoriasis, or a benign mole). If you are generally curious, ask your doctor to narrate as she examines your skin; many of my patients seem to love it when I point out lesions that they didn't know about, offer guidance on treatments, and teach them a few medical words (like "ephelides," the scientific term for freckles—now you know).



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## Battle Scars

A story, a memory, a badge of honor—a scar is more than an imperfection to be corrected.
One woman decides whether or not she can live without hers.

By Hana Schank

he conversation had started innocently enough, but it had shifted abruptly to Botox, as conversations among women tend to do. I was having coffee with two friends on a sunny morning when someone made an offhand comment about someone using too much Botox, and then someone else said she was thinking about getting Botox, and then before I knew it, two weeks had passed, and I was sitting on the exam table in a dermatologist's shiny office for a consultation.

"I don't need to look 23," I said to the doctor. "I just don't want to look angry." The doctor was either in his 30s or possibly 70. Which is to say he looked like someone who had benefited from either a little or a lot of his own handiwork.

"I get it," he said, peering at my face under a harsh light.

"So we could definitely do something about the lines here," he said, gesturing to the two scowl marks etched between my eyebrows. "And I'm seeing some puffiness below this eye."  $\,$ 

"Oh," I laughed. "That's my scar. I've had it forever."

"Well," he said. "We could easily smooth that out."

Up until that moment I had never considered my scar to be a flaw. I'd earned it in preschool when I'd attempted to do a backflip off of a table and had instead landed on my face. In my defense, the preschool had a room called the Bouncing Room that was covered in mats and existed for the express purpose of giving children an opportunity to jump off of things. The only explanation I can provide for why the preschool thought it was a good idea to put a hard wooden table in the Bouncing Room is that it was the '70s, a time when people were only



just coming around to the idea of seat belts. Bike helmets, nonflammable pajamas, and playgrounds made of a material other than metal were all still exciting innovations that lay in the future.

I must have moved my face away from the doctor's gaze because he abruptly sat back and looked at me.

"Of course, you've lived with it for a long time, so maybe it's not something you're looking to remove."

"I don't know," I said. "I'd have to think about it."

I left the office with a long list of recommendations for things I could do to my face, then went home and stared at my scar in the mirror. It had gotten puffier over the years. When I was a child, it had only shown up when I smiled, a secret from my preschool years that I alone knew the meaning behind. But recently I'd been noticing it more in photographs. What had once been just a dimple-like fold under my eye now gave me more of a lopsided look. And others had noticed, too.

"Did you bump into something?" my brother had asked me a few months earlier, pointing at my eye.

"Yeah," I said. "Thirty-eight years ago."

I should add here that my brother is perhaps one of the least observant people I know when it comes to things like dimples and faces. So if he was noticing it, maybe it was time to do something about it.

n the other hand, I'd always kind of loved my scar. I liked the reminder that once I was a child who thought she could do anything she dreamed up, including a backflip off of a table. I don't know why I thought a backflip was within the range of physical things

I could execute, other than the fact that no one had ever told me I couldn't do one. Getting the scar was one of my earliest memories. I still remember picturing myself doing the backflip, announcing that I would perform one to my classmates, the feeling of launching myself in the air, and then the thud of colliding with the wooden table edge. My next memory is not of pain or fear but of how special I felt sitting next to the teacher while she put ice in a bag for me.

"The doctor said you'd have that scar for the rest of your life," my mother said over the phone when I mentioned my visit to the dermatologist.

"Guess he couldn't predict Botox," I replied.

There was something scary about how easily I could erase something that was supposed to be with me for the rest of my life, how quickly I could become someone who had never had an accident with a table.

And this is where I need to fess up: This is not my first time at the cosmetic-enhancement rodeo. Back when I was 17, I did what a lot of Jewish girls did and, as it was referred to, "got my nose fixed," a phrasing that implied there was something inherently defective about one's nose. There had been a lot of back and forth about the situation with my nose, and ultimately I'd decided to get the surgery because it felt like everyone—my friends, my parents, my doctor—thought I should. And if everyone was spending that much time thinking about my nose, I reasoned, there must have been something really wrong with it.

I'll never know if I made the right decision because I'll never know what it would have been like to go through life with my old nose. I do know that I wish I'd given it more

time. I wish I'd ended up being the type of person who could embrace her differences rather than going under the knife to remove her single most noticeable physical characteristic. But I also know that before the surgery, I spent countless hours thinking about my nose. And that other people thought about my nose. After the surgery, one of my friends from high school told me that Ted Lipinski—not the jerk's real name—had announced to the entire eleventh-grade studio-art class, as they drew profile portraits, that I had the biggest nose in the whole school. But since the surgery, I have barely given my nose a second thought. (I have, however, thought about finding Ted Lipinski and punching him.)

And so with my scar, here is a second chance to embrace who I am-scars, "fixed" nose, and all. I want to be better than my 17-year-old self, to have matured into the kind of woman who finds that with age comes acceptance. I want to be Joni Mitchell and Diane Keaton, but it sometimes feels like aspiring to Joni Mitchelllevel acceptance is like aspiring to work for Doctors Without Borders: I'd like to fly around the world and save lives, but I also want to take hot showers, sleep under a duvet, and not

HERE IS A
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AND ALL.

get dysentery. Even so, at this point in my life, I should know what kind of person I'm capable of being.

And to make matters more complicated, chasing acceptance is like pursuing a moving target. If I were presented with the same face I had at 17, I like to believe that by now, over 30 years later, I would have learned to accept it. The problem is that my face is ever-changing. With each passing day my scar gets minutely more pronounced; each glance in the mirror is a new challenge to be happy with the face looking back at me, a face that is not quite the same as the one that was there yesterday.

So maybe here is a second chance to weigh my options, without the pressure of being 17, and decide rationally, and with the wisdom of age, that I'd simply rather not have a squinty left eye. Maybe this is an opportunity to choose cosmetic enhancement without anyone else's input, to be the kind of person who has a scar removed for all the right reasons: I have better things to do than spend time worrying about smiling in pictures, I have interesting and important things to say, and when I'm at a cocktail party or a dinner I don't want other people to be paying more attention to my scar than the words that are coming out of my mouth.

I'd like to say that the decision is easier to make now than it was when I was a teenager, but the truth is that it's not, because I have conflicting goals: I want to have the face I've come through life with but also one that doesn't leave people wondering if I recently ran into a doorjamb. And I can't have both.

A few weeks ago, I called to make the appointment, only to cancel it a week later. I look in the mirror and picture my scar-free face, and it both thrills me and terrifies me. I'd prefer to see a smooth, unpuffy face looking back at me, but I also want to see my own face looking back. And for now, that face includes a well-earned scar. •





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#### HAND SIGNALS

Handshakes may help convey a person's unique chemical scent. In a study at the Weizmann Institute of Science in Rehovot, Israel, hidden cameras showed that after people shook hands, they touched their faces, allowing them to sniff their own hands. twice as often compared with no-handshake greetings. Strikingly, when they shook hands with someone of the opposite sex, they put their left hand to their face more frequently. People may do this in order to compare their own scent with someone else's on the right hand, the study authors speculate. Personal scents can influence mate selection; shaking hands (and perhaps air-kissing) apparently evolved as a way to appraise them, the researchers say.

## MOOD

By Lois B. Morris

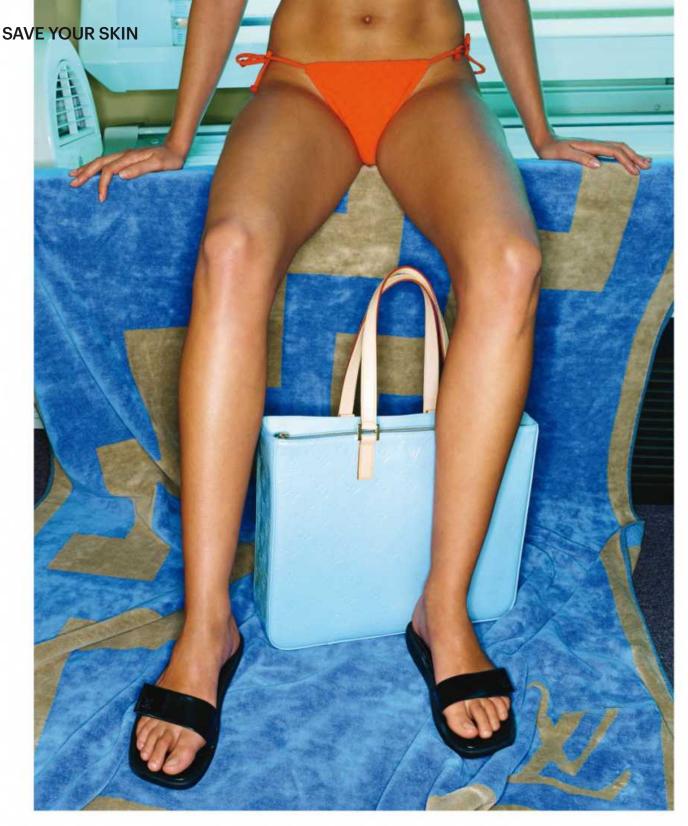
#### SUNTANS AND SELF-IMAGE

Disliking your appearance could make you more vulnerable to skin cancer, according to research in the journal *Health Psychology*. From a national health study, the researchers selected 1,535 men and women who reported a history of sunburn and a low likelihood of using sunscreen, both of which are associated with an increased risk of skin cancer. They asked the participants about another risk factor—how much time they spent outdoors in the summer—as well as how attractive they considered themselves to be (very, moderately, slightly, or not at all). People who gave their looks the poorest ratings tended to report the greatest number of hours in the sun, the study found. The researchers did not assess how much of that time was spent sunbathing intentionally or simply working or exercising outside, but they suggest that this group may be inclined to get a suntan because they believe it improves their looks. People who negatively perceive their appearance have been found in separate studies to be more likely than others to engage in risky behaviors, such as smoking, having unprotected sex, and being sedentary, the researchers add. Ultimately, people who feel dissatisfied with their looks may wind up having a "low regard for keeping their bodies safe and healthy," they explain.

## allure ACCESS







## HARSH LIGHT

Indoor tanning is the prime suspect behind the alarming rise in melanoma rates among young people. So why do so many colleges let their students tan for free right on or near campus? By Jenna Rosenstein



s soon as class let out at Indiana
University, Sara Waters's phone would
start buzzing with one text alert after
another. Ever since she'd joined a
sorority her freshman year, she'd
received group texts almost daily from
her sisters asking if she wanted to hit
up a tanning salon. There were always
takers, she says. Fake-baking was an
easy habit for a lot of girls, with easy access at one of the
many tanning salons within a half-mile radius of campus.
There were also tanning beds in plenty of the off-campus
student apartment buildings—and they were free.

Waters says she never joined her friends at their indoor-tanning sessions, but she may be one of the few women her age to resist. Beyond Bloomington, Indiana, thousands of female college students slip into tanning beds each year. And they don't have to bum a ride to a distant strip mall. More often than not, the beds are across the street, next to the campus gym, or even in their dormitories. A disturbing number of universities, whose mission is to provide students with higher education in a safe environment, are instead giving them unlimited access to something entirely unsafe. Tanning beds are classified as a carcinogen by the World Health Organization's International Agency for Research on Cancer, right alongside plutonium and smoking tobacco in the Group 1 category. "It's like having a cigarette machine that you don't need to put money in," says Sherry Pagoto, an associate professor of medicine at the University of Massachusetts Medical School in Worcester and the lead researcher on a Centers for Disease Control-funded study on tanning beds and college students.

Almost half of the top 125 colleges and universities in the United States (as ranked by U.S. News & World Report in 2013) have tanning beds either on campus or in offcampus housing, according to Pagoto's study. At Arizona State University (ASU) in Tempe, for example, the 1,800 or so students who live in the Vista del Sol dormitory can use the four tanning beds installed next to the gym. They can pop in once every 24 hours for up to 20 minutes at a time, free of charge. (A university representative says the school plans to remove the tanning beds by the end of the year.) It's even more common to find free tanning beds in off-campus housing: 96 percent of the student apartment complexes equipped with tanning beds offer free use of them to residents. And 14 percent of those schools allow students to pay for local tanning sessions with their campus card, the way they might charge a cafeteria meal or a load of laundry.

By permitting a tanning salon to operate on campus—or by maintaining a financial relationship with tanning salons through campus cards—universities appear to endorse indoor tanning, even if they don't intend to. And the relationship between the tanning business and universities can be uncomfortably close. The tanning salon Big 10 Tan, right near Purdue University in West Lafayette, Indiana (it's so close, Google Maps places it on campus), leases its space from a building owned by the Purdue Research Foundation. The foundation is a "completely separate entity from Purdue University and operates as such," says Julie K. Griffith, the university's vice president for public affairs. But it's worth noting that the president of Purdue

is the chairman of the board of the research foundation, and the foundation's own tagline is "Advancing the mission of Purdue University." Whatever the technicalities, it's hard to fathom that a university that just received an \$8 million grant for its cancer-research center from the National Cancer Institute would allow cancer-causing tanning beds a stone's throw from campus.

Even murkier is the relationship between Sun Tan City and the University of Louisville in Kentucky. In 2008, the chain of tanning salons donated \$3 million to the university to expand its stadium. The chain also invited the university's cheerleaders and dance teams to use its tanning beds free of charge.

It's tempting to hope that even though tanning beds are everywhere, most students know better than to use them. But that's like knowing binge drinking is common-

place and then assuming all those empty red Solo cups were just filled with green juice. A whopping 59 percent of U.S. college students say they have tanned indoors, according to a survey published last year in the Journal of the American Medical Association Dermatology. The CDC reports that women between the ages of 18 and 21 who frequent tanning beds do so 27 or more times a year. "I've heard from so many patients and their families that their welcome packets at college had a town map, a menu from the pizza place, and a

"THEIR
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REWARDS
CARD."

free tanning rewards card," says Ranella Hirsch, a dermatologist in Boston. "People wonder why melanoma is having this incredible spike among young women, and indoor tanning is one big reason why."

Melanoma, the deadliest form of skin cancer, is now the most common cancer among people aged 25 to 29. Indoor tanners are 74 percent more likely to develop melanoma than those who have never tanned indoors. Just one session in a tanning bed increases the risk by 20 percent; each additional session in a year hikes the risk by another 2 percent, according to a recent meta-analysis of 27 skin-cancer studies. "The number of skin cancer cases due to tanning is higher than the number of lung cancer cases due to smoking," as a study published in *JAMA Dermatology* noted last year. And the likelihood of developing basal-cell or squamous-cell carcinoma—skin cancers that can also be disfiguring and deadly—goes up by 29 and 67 percent respectively after a single session in a tanning bed.

Tanning beds are so dangerous because the bulbs of an average bed emit twice as much UVB radiation as the sun. Joseph Levy, the executive director of Smart Tan, an education group for the indoor-tanning industry, says that under professional supervision, the beds are "designed to deliver a gradual acclimation to exposure to UV light in a nonburning way." But sunburns aren't the only sign of skin damage: One



study found that tanning beds emit mostly UVA radiation, at an intensity up to three times that of the midday sun. And it's UVA exposure that is believed to cause the DNA damage that leads to aggressive skin cancers. "There's no such thing as a safe tanning bed, and anything to the contrary is absolutely false," says David Herschthal, a voluntary faculty member in the department of dermatology at the University of Miami Miller School of Medicine in Coral Gables.

Most young women are not completely oblivious to the dangers of indoor tanning. The FDA mandates that tanning beds carry a warning. (A prominent sign posted in the tanning rooms at Vista del Sol at ASU states that "repeated exposure may cause premature aging of the skin and

"IT'S LIKE
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skin cancer.") Some students at ASU told us that articles shared by friends on Facebook-often with graphic images of skin damage-are one of the main ways they've learned about the risks. But sometimes knowing the hazards isn't enough. "In my research, I've found that young women convince themselves that tanning is not a danger or what they're doing now is more important than that dan-

ger," says Joel Hillhouse, an associate dean of research at East Tennessee State University in Johnson City who specializes in skin cancer.

Morgan Loss, a senior at ASU who frequented the free tanning beds when she lived in an off-campus student apartment complex, seems to prove Hillhouse's point. "I knew for the short time that I tanned that it wasn't good, but I had the mind-set that if I did it only a little, it was OK," she says. Other young women attempt to convince themselves that they're managing their risk. "I find it really relaxing," says Bianca Santana, a junior at the University of Delaware in Newark, "but I try to go less now than I used to." She rationalizes her near-weekly tanning session at a local salon by swearing off the beds in the summer. University of Miami freshman Sidney Sterling also abstains in the warmer months but admits she tans about once a week in the winter at a salon, even though she's fully aware of the risks. "Trust me, I know how bad it is," Sterling says.

The fact that, for many students, tanning is free is part of its appeal. Research published in the *Journal of the American Academy of Dermatology (JAAD)* last year noted that for young-adult tanners, "cost is among the major factors influencing decisions to use indoor tanning." And when universities allow students to pay for tanning on their student debit cards, the study found that cost was a lesser consideration, particularly since the cards can be attached to their parents' bank accounts. What's more, students are bombarded with promotional materials. Seventy-one percent of female university students who have tanned in the last year said they'd received emails from indoor-tanning salons, while 88 percent had seen tanning-salon ads on social media, according to research published in *JAAD* this

summer. More than one third of the women surveyed said that these efforts had prompted them to use tanning beds.

Donna Regen knows firsthand the consequences of allowing young adults unfettered access to tanning beds. Her daughter, Jaime, died of melanoma in 2007 at the age of 29. Jaime was 20 and attending community college when she was diagnosed. "She was an avid user of tanning beds. She must have been 14 when she started," says her mother, noting that her daughter forged Donna's signature on the parental-consent form. "I found out when I noticed that she had a sunburn in the middle of winter." At the time, Donna was unfamiliar with the hazards of indoor tanning: "I went to the salon to ask about safety, and they gave me their marketing spiel, and I bought it. They said a base tan would protect her-now I know that's just a myth. They said if tanning weren't safe, the government wouldn't allow beds-that's not true. Everything they told me wasn't true." Now, eight years after Jaime's death, Donna moderates a Facebook page called Pull the Plug on Tanning Beds, where she and her more than 2,000 followers advocate for changes in university policies. "When we lost Jaime, I thought, I don't want another mother to go through this, and if I can do anything to stop this, I certainly will," she says.

> ust as it took time for anti-tobacco efforts to gain traction, anti-tanning campaigns won't alter young people's behavior immediately. Sara Waters was surprised that her friends at Indiana University didn't see the obvious parallels between smoking and fake-baking. "They would freak out about someone smoking a cigarette, but I would see them tanning every day. You're willing to risk the same dis-

ease in a way to enhance your image," she says. That may soon change, however. This fall, the National Council on Skin Cancer Prevention will launch the Indoor Tan-Free Campus Initiative, which will certify schools that have no tanning salons on campus or as merchants on their campus cards. The launch will mirror the tobacco-free campus initiative (incidentally, many schools with beds on or near campus are already tobacco-free). The initiative will also help universities educate their students about the dangers of indoor tanning.

There is already some good news to report. Tanningbed use is on the decline in the U.S.-1.6 million fewer women tanned indoors in 2013 than in 2010, according to a recent CDC survey. This decline aligns with some changes in university policies. Earlier this year, Rutgers University in New Jersey removed all tanning affiliations from their debit card and student discount programs following a letter they received from members of Congress. More universities have vowed to follow. "We were growing increasingly concerned about the potential dangers associated with tanning-bed usage. It's on the radar," says Anne Newman, the chief of staff to the vice chancellor of student affairs at Rutgers. "Anytime there's a potential health risk or danger to students, the community should have a discussion and come to decisions about what's right for their campus. This is the decision we came to, and we believe it's the right one." •



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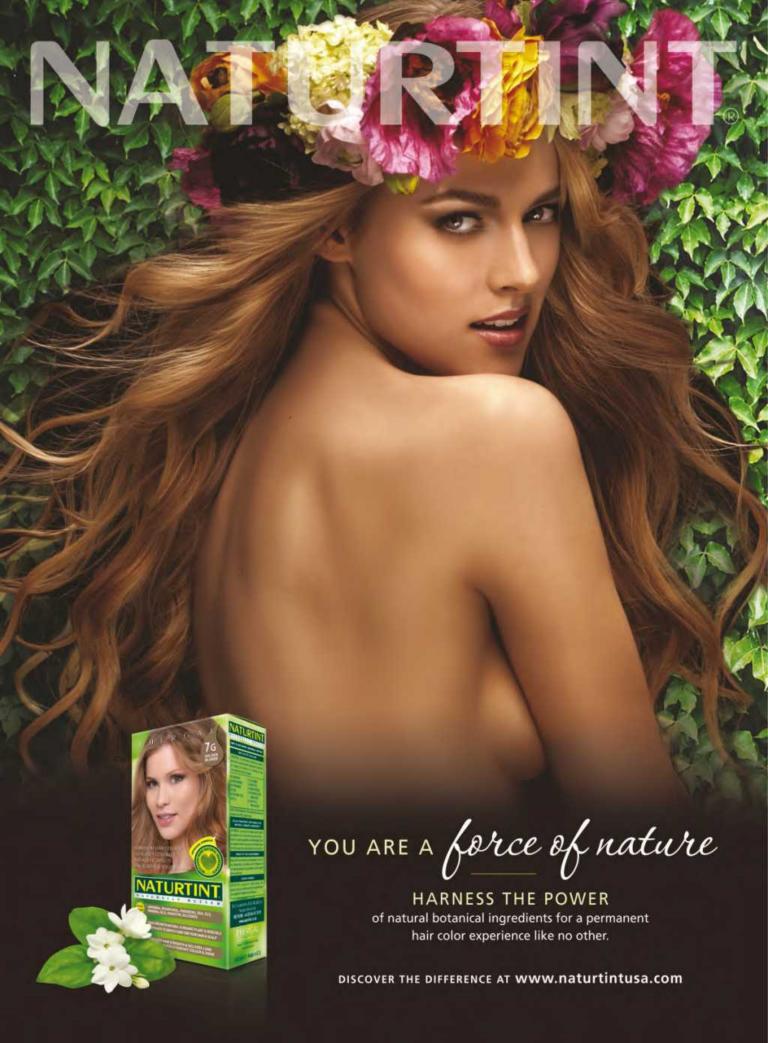
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# Boldy

There's no point in makeup that's, eh, kinda daring or tiptoeing up to intense. It either is or it isn't. And this fall, the best colors are unabashedly rich, deep, and dreamy. One hundred percent.

By Liana Schaffner

















What do our favorite fashion muses have in common? Seductive, eye-framing bangs. And the best interpretations right now are long, choppy, or sideswept. By Danielle Pergament

#### Imagine a woman with really amazing hair—iconic, even.

Get a picture of her in your mind. The chance that she has bangs is between 99 and 100 percent. Think about it: Debbie Harry's cool, rocker-chick bangs. Audrey Hepburn's adorable, gamine bangs. Rihanna's slick, graphic bangs. "Bangs are an instant hairstyle," says hairstylist Mark Townsend. "No matter what else, you've always got a look. Sexy, sophisticated, rock and roll—whatever it is, bangs give you a style." Hairstylists love to throw around words like "messy," "choppy," and "undone" when they talk about bangs. But unless you're also going for "giant mistake in the middle of your face," you need to keep in mind a few important styling tricks. With the right inspiration, your new bangs will be amazing. On second thought, let's go with iconic.





The icon: Jane Birkin in 1969.

#### STRAIGHT AND PIECEY

Long, straight bangs are at their cutest when they're tousled by a good breeze. That means no overwrought tools or tricks. Example: "If you use a round brush, you're going to get a bump, and that's a disaster," says hairstylist Garren, possibly overstating things. "That just ends it all. You have to start from scratch." To avoid a doomsday scenario, blow out your bangs using only your fingers to ruffle them. When they're half dry, "comb them into position and let them dry on their own," says Garren.









#### SOFTLY DIVIDED

Like all things Brigitte Bardot, her bangs were the perfect combination of sexy and messy. See how the center part isn't totally a center part? The bangs are also slightly shorter in the middle and longer at the temples. What they aren't is a heavy wall of hair divided into two symmetrical sections. "It's undone. The bangs never look like they're freshly cut," says hairstylist Nathaniel Hawkins.



The icon: Brigitte Bardot in 1965.



Behati Prinsloo in New York City





#### **ROCK AND ROLL**

Swishy fringe is the black leather jacket of the bangs world: antiestablishment and formidable. They should be—scratch that—they need to be long. Longer. Even longer. Otherwise, they lose all their rocker swishiness. To make them fall in the coolest way, "brush them all to the side with your fingers," says hairstylist Chris McMillan, "then sweep just the very top layer of the bangs to the other side." That makes it look like you've been shaking your head to the beat of the bass.



The icon: Debbie Harry in 1981.



Jennifer Garner in New York City



They're thin and clear, and they promise softer, brighter, better skin. And they look suspiciously like water. Yet essences are the hot trend in skin care, and it may be time to dive in. By Elizabeth Siegel

If a skin-care product were ever worthy of side eye, it's the essence. Thin like water and price like a serum, even the name (defined as "the quality that makes a thing what it is") sounds sketchy and evasive. But to some women, essences are as essential as water. "They're the heart of Korean and Japanese skin-care routines for a reason," says Charlotte Cho, the author of *The Little Book of Skin Care: Korean* Beauty Secrets for Healthy, Glowing Skin (William Morrow). "They're the anti-aging step." So what exactly is in these bottles, and why are Americans so late to crack them open? "Some essences contain anti-aging ingredients in higher concentrations than you find in serums," says Boston dermatologist Ranella Hirsch. There are brightening essences (with vitamin C), firming essences (with peptides), and redness-reducing essences (with niacinamide). "They're like a wheatgrass shot that you can add to your skin-care routine to make it work better," says Hirsch. What they don't contain is alcohol—at least not the kind that strips skin. "We grew up on Sea Breeze, so we often assume liquids are toners that are full of alcohol," says cosmetic chemist Ni'Kita Wilson. "But essences actually load up skin with moisture." It's time to discover the essence of essences.



### 5THINGS TO KNOW ABOUT ESSENCES

They may be the only moisturizer you need. Containing high levels of glycerin and sodium hyaluronate, "essences hydrate without the waxes and emollients that make creams and lotions thick, so they don't clog pores or feel greasy or heavy," says Wilson. (If you have dry skin, you'll still need to follow with a moisturizer.)

They're easily layered. "You can customize your skin-care routine by wearing an essence that suits your needs, like brightening or smoothing, under your moisturizer," says Wilson. And because they hydrate and soften dead skin cells, everything you put on top will penetrate better. They're a lot like serums, but essences tend to be lighter and nontacky and won't pill.

They introduce yeast to your skin—and that's a good thing. In Asia, essences traditionally rely on nutrient-rich fermented ingredients, like yeast, ginger, and rice. "The idea is that fermentation naturally produces enzymes and amino acids that speed up skin-cell turnover," says Hirsch. A handful of essences with fermented ingredients are already available in the U.S.

Applying them is kind of relaxing. Skip the cotton pads (which soak up too much) and don't even think about rubbing them on (the motion lifts the formula away). "You get the most benefit if you press it on your clean, dry skin," says Wilson. Cho explains that in Korea, "women dampen their fingertips with essence and tap it on until it's fully absorbed. It's more than skin care; it's a ritual." If you don't have time to get all touchy-feely, many of the new essences come in mist form.

If the ingredient list includes ethanol, it's not an essence. Ethanol is the type of alcohol that strips skin, and "toners are notorious for astringent ingredients like that," says Wilson. Most essences are entirely alcohol-free, but some contain denatured alcohol (a.k.a. "denat"). "Alcohol denat is often used to make formulas dry quickly on the skin and remove some of the skin's surface oils that block other ingredients from absorbing," says Wilson. "A little bit of alcohol can be a good thing, but it should be low on the ingredient list if it's there at all."

#### **Pick Your Potion**

They may all look—and hydrate—like Vitaminwater, but the beauty of essences is you can get one that's specialized for your skin's issues.

#### **Dryness**

The best hydrating essences contain hyaluronic acid, sodium PCA, or glycerin. We like Clinique Turnaround Revitalizing Lotion (with hyaluronic acid), Giorgio Armani Acqua Pantelleria (with glycerin), and Chanel Hydra Beauty Essence Mist (with glycerin and hyaluronic acid), which don't contain even alcohol denat. "If you have dry skin, check that there's little to no alcohol on the ingredient list to be on the safe side," says Wilson.

#### **Wrinkles**

Fine lines are often caused by dehydration, so putting any essence under a moisturizer makes skin look smoother. "This layering works particularly well around the eye area," says Doris Day, a clinical associate professor of dermatology at New York University Langone Medical Center in New York City. Some essences also contain collagenboosting ingredients, like peptides (try Dolce & Gabbana Aurealux Essence), or fermented ones (try SK-II Facial Treatment Essence, Estée Lauder Micro Essence Skin Activating Treatment Lotion, or Boscia Cool Blue Hydration Essence).

#### **Brightening**

Tried-and-true brightening ingredients include vitamin C, licorice, and exfoliating acids. We like Fresh Peony Spot-Correcting Brightening Essence (with licorice extract and vitamin C) and Kiehl's Iris Extract Activating Treatment Essence (with lipo hydroxy acids).

#### **Acne**

Some essences contain ingredients that reduce oil production, like witch hazel and willow-bark extract. We like **Tata Harper Hydrating Floral Essence** and **Murad Hydrating Toner** (don't let the name fool you—it's alcohol-free). Both come in spray bottles, so you can reapply late in the afternoon, when skin's oil production peaks, to reduce shine (instantly) and breakouts (in the long run).

#### **Redness**

Soothing essences are packed with antiinflammatory ingredients, like vitamin E and niacinamide. Use one to calm redness or layer it under an acne spot treatment to prevent irritation. Our favorites: Clarins Toning Lotion With Camomile (with calming vitamin E) and Olay Active Botanicals Moisturizing Toner (with niacinamide).





















Sexy action-movie babe. Clean-living guru.
Whichever version of Jessica Alba rings a bell, prepare
yourself: She's got a whole new plan—
for your face and for the world. By Brooke Hauser



he name Jessica Alba means different things to different people. To action fans, it conjures up scenes of sexy superheroes. To eco-conscious women across the country, it means safety and reliability—the hallmarks of products from her brand, the Honest Company. It's hard to think of another actress

who makes blockbuster movies *and* organic nipple balm, but Alba never did like being pigeonholed. "I've always been on my own path," says the star, who was recently on the cover of *Forbes*'s issue on the richest self-made women in America.

Still, there are certain consistencies wherever Alba operates: She's smart, she's tough, and she has relentless drive. Since launching in 2012, the Honest Company has broken into the billion-dollar club, thanks to a fiercely loyal customer base. This month, Honest is introducing skin care and makeup, and with those launches, Alba's evolution continues. Still an actress—she recently appeared in the *Entourage* movie—Alba seems to truly come alive when discussing the finer points of creating and selling primers and eyeliners. "We have 5,000 to 7,000 touchpoints with our customers every day, and they've been telling us from day one that they want us to make beauty products," Alba says, sitting in a cozy office at the Honest Company in Santa Monica.

Touchpoints, heat maps, benchmarks: Alba drops MBA-worthy terms into casual conversation the way other actresses drop designer names, and at times our interview feels more like a boardroom presentation for potential investors. Some may find it hard to believe that this is the same person who rocked a lasso-and-leather-bikini combo as a stripper in *Sin City*, but running Honest is Alba's calling. Does she still feel strongly about acting? "I did," she says, notably using the past tense.

"What she stands for in her personal life is very different from the actress you see on TV or in movies. That's a job. This is more of a passion," says Honest's CEO, Brian Lee, one of the company's four cofounders. "She lives an honest life, and it exudes in everything she does. She uses fake grass throughout her entire yard [to conserve water]. When you go to her home, everything is reclaimed. Everything's recycled."

Most tellingly, 34-year-old Alba has reclaimed and repurposed herself into the head of a budding empire that's starting to go global. (Honest recently launched in South Korea, and there are hopes to expand into China.) She's hardly the first actress to pursue more job security outside of Hollywood with a lifestyle brand—and more than a few have inspired public vitriol. Alba is mindful not to come off as too perfect. "I try to do the best I can. That's it," she says. (Then again, she did write a book called *The Honest Life*, in which it is revealed that she whips up organic four-course

meals.) She's also aware of the fact that the media likes to compare her to Gwyneth Paltrow—and frankly, she's tired of it. "What I think is unfair is to lump actresses together," Alba says, irritated. "People aren't lumping Justin Timberlake and Ashton Kutcher together. They do other businesses. I think it's expected that when you get success in one area, you're supposed to evolve and try to do something else—especially in business, and especially if you're a man."

As the most visible face of Honest, Alba tries not to be pedantic, and for the most part she succeeds. But when prodded, she will tell you how she differs from other actresses turned entrepreneurs—without naming names. "I'm building a business around health and wellness, and it's a real social-injustice and human-health issue. That's what I'm trying to tackle, and because the government won't safeguard our families, companies have to," she says steadily. "I'm coming from a different place than other people."

It's a blurry line between crusader and capitalist, and she treads it carefully. A few critics have accused her of playing into consumer anxieties, but to Honest's faithful subscribers, Alba seems informed and sincere. More and more, they're looking to her as a reliable guide to living clean and green without going to extremes—or falling victim to fearmongering. "If you put *so* much information in front of people, they're going to feel paralyzed," Alba says. "Enough of this pointing fingers at each other and you have to live off the grid and eat everything plant-based. No. Everybody should have access to safe and healthy [products], and the information should just be easier to understand."

Alba believes in transparency when it comes to her products, but her private life is a different story. Still, she softens when asked about her husband, producer Cash Warren, the father of their two daughters, Honor, 7, and Haven, 4. "Gosh, it wouldn't really be possible without him," Alba says. "He helped me put together my initial business plan. He was always my biggest cheerleader but never gave me unrealistic expectations and never criticized me so much where I felt defeated. Having someone who genuinely has your back, no matter what, there's nothing like that.... It's a real unconditional love.... The partner that you choose to go through life with you, that's your chosen family."

Her family by blood also shaped her professional ambitions. The daughter of a French-Canadian mother and a Mexican-American father who was in the Air Force, Alba spent much of her childhood on military bases (the family did stints in Mississippi and Texas before settling outside of Los Angeles). She also spent a lot of time in hospitals, suffering from various ailments, including allergies, severe asthma, and pneumonia. At one point, she even had a collapsed lung. "It was traumatizing for me as a kid," says Alba, whose mother battled cervical cancer at the age of 22, when Alba was three years old, before getting a hysterectomy. "When I became a mom, I was like, Whoa. How do I just make sure that my kid is safe, that I'm safe? I want to be around and healthy."

Alba was pregnant with Honor when she first learned

"I never wanted to play into a stereotype, where it's like, 'Oh, you're just the girl who gets saved by the guy.'... Women are freaking resilient."



that some cosmetics companies were producing lipstick containing lead, "my big aha moment," she says now. (Studies, including ones done by the FDA, have found that many lipsticks do contain trace amounts of lead as part of their coloring additives. The FDA's 2011 report states that the tiny amounts pose no danger; consumer-advocacy groups, like the Campaign for Safe Cosmetics, say that any amount is too much, especially for pregnant women.) Alba herself errs on the side of caution. "I don't even want to put myself out there," she says. "What's the point of gambling?"

earing a long, flowy skirt, a cropped top, and black Jimmy Choos, today Alba is the picture of feminine power, but as a kid, "I was sort of disenfranchised," she says. It wasn't until she started taking acting lessons at the age of 11 that she

found her niche. She landed a regular part on the television show *Flipper* and eventually had a guest spot on *Beverly Hills, 90210*. "Being on a set was the first time I really felt like I belonged somewhere," she says. "I've only gone to high school in movies or TV shows." (She was tutored on sets.)

When Alba was 17, *Titanic* director James Cameron chose her to play a genetically enhanced supergirl in his series *Dark Angel*. She credits Cameron with giving her an early taste of the kind of control that she came to crave. "He really included me in so many aspects of the show...all the moving parts, versus just 'Show up; hit your mark," she says. Roles followed in *Fantastic Four* and a few movies that she doesn't care to mention. "I mean, there's so many bad ones," Alba says with a smirk. "But they're fun.... You learn from every experience you have, right? I wish I found my voice as a person earlier, though, because I felt like I had to just shut up and do what they wanted me to do, even though it went against how I really felt."

In 2003, Alba starred in *Honey*, partly because she wanted to do a "fun dance movie that would inspire young girls—which was the opposite of where I was being pushed as an action, sex-symbol, fanboy girl," she says. In the years since, she has pushed back even more, refusing roles that degrade women. "I never wanted to play into a stereotype, where it's like, 'Oh, you're just the girl who gets saved by the guy,' and she doesn't know how to make decisions, and she gets overwhelmed with all this stuff happening around her," she says. "Women are freaking resilient."

She also avoided what is nearly a job requirement for young actresses lately: onscreen nudity. Her reservations stem from an underlying awareness of the skewed power dynamics in Hollywood. "If there's a role where I feel comfortable doing that, sure. It's just I never felt like being naked was going to make the movie any better. If anything, it was just going to exploit me for no reason." She struck one compromise in the 2010 movie *Machete*, where her tight underwear was digitally removed for a shower scene.

It's something of a natural progression that Alba is now spending more time behind the camera, and she seems to relish calling the shots. She recently oversaw production of a new Honest commercial, starring an interracial family of three—"Isn't it cute? And they're not actors!" she says after playing it for me at her desk—and she likes the idea of producing films someday: "If I can be in the driver's seat, that would be more appealing than just being an actress."

If anyone can make "clean" cosmetics look good, it's Alba, whose complexion is genuinely so flawless that she looks airbrushed in person. It doesn't hurt that she has spent the past two decades sitting in hair-and-makeup chairs around the world. "I've been getting my face put on since I was 12," she says. Honest Beauty focuses less on being natural or organic and more on using many botanical ingredients and avoiding potentially harmful ones, such as parabens and phthalates. And Alba aims high: The products are meant to compete not with "natural" companies but with the likes of Nars and Laura Mercier. Early on, she collected some of her favorite beauty finds from around the world as inspiration for the line, which includes a Japanese-style powder cleanser. "It's something that I've been using for years, and I always had to buy it in Japan," she says.

As the company's chief creative officer, Alba wants to change the "tree-hugger, granola" image associated with non-toxic products—and to elevate Honest skin care and makeup to A-list status. It's hard not to buy into what she is selling: the vision for a healthier and more environmentally conscious world. Alba is motivated by generations both past and present. "When the going gets tough, women pull through," she says, with the authority of someone who knows. •

#### **Beauty Call**

"I love a full brow," says
Alba, demonstrating her
beauty-insider cred with
the use of the singular. The
Honest Company has
new skin and makeup lines
that include a brow filler.
How did they make it?
"It's a secret sauce," she
says. But there are
some beauty secrets she
is willing to share.

Who taught you about beauty? "My mom. 'Put your face on before you leave the house'—that's her thing. I also was raised by my grandma on my dad's side. She [used] one product: red lipstick. She dabbed it on her cheeks and put it on her lips, and that's all she needed."

What was your look in high school? "Nineties grunge. Doc Martens. I got my bellybutton pierced the second I could. I wanted to shave my head and pierce my nose, and my mom said she was going to make me stop acting. I was like, 'Oh, that's so mean.'"

What's your biggest skin issue? "Dry and dehydrated skin. The hydrating mist [by Honest Beauty] is amazing.

That's big for travel, also to refresh your makeup in the middle of the day."

Do you wear fragrance? "Not usually. If I wear anything, I'll wear a mix of some essential oils, like gardenia and jasmine, a little bit of vanilla. I like bergamot as well."

What's the worst beauty advice you've ever gotten? "That you need to pound on the powder to set your makeup. It's just not true, and it looks cakey. Just spot where you need it."

Have you ever had a bad spa experience? "I went to a Chinese-medicine reflexology place in the Bahamas. I think they were going for blood. I did cupping after that, and I ended up having, like, 12 bruises on my back—and that was relaxing, compared."

What's one part of your beauty routine that you don't do around your husband? "It shocks him whenever I wear masks. Especially when I wear those big paper masks that make you look like a serial killer. My kids don't like that, either."



Golden Globes in **Beverly Hills** "Oh, dear. I had very skinny eyebrows, and they just look really intense. And it's too heavy under the eye. It looked better in person. It's more of an editorial [look] than it is for a red carpet."

At the



In Honey "When I was younger, in pop culture, there weren't a lot of people who looked like me. I got a lot of positive [feedback], a lot of young girls who were like, 'I'm mixed with this and that, and you look like me, and I feel like I'm represented.' So that was neat."



At the premiere of Fantastic Four in New York City "I look like my mom. My mom is a redhead, and she's been dyeing her hair blonde since she was 15. [The dress] is covered in the front, and it's not showing anything. It's sexy but long."





At the Acade Academy Awards in Los Angeles pregnant. I remember I actually left the ceremony and went to In-N-Out instead of the afterparty. First put on sweats because my legs were aching. It's hard to be in heels when you're pregnant. A lot of people do, though. Kudos, man." 2008



In The Love Guru "That was very silly. Pretty clothes. I've never gone to India. That's one place I've never been that I want to travel to."



With Jared Leto at a Dior show in Paris "Oh, God. I remember his hair. It was crazy. You know what, when you're that good-looking, you can do anything, right? He's beautiful."

At the

Golden

"I loved

like old-

alamour

because

**Beverly Hills** 







With Warren

Honor and

Haven at a **Helping Hand of** 

Los Angeles

event, where

she received a

Mother of the

Year Award, in

kiddos. I felt like

**Beverly Hills** 

it was early...

getting started

as a mom. But I

think [accepting

the award1 was

more about the

company.

like, I'm just

"Ooh, my

and daughters

2014

With Cash Warren at the Metropolitan Museum of **Art's Costume** Institute Gala in New York City "This was Ralph Lauren. I really loved this. You don't always feel glamorous when you're preggers, especially when you're this far along. But I felt really beautiful in this dress.



That was literally right before I had Haven, It was hard to find a dress that would fit. I'm not one of those 'I gain five pounds when I'm pregnant' girls. I gained 25 in my first two months. And the doctor was like, 'Twentyfive is all you should gain."



In Sin City: A Dame to Kill For

"That was a pretty fun movie. . It was hard, though. My hip flexors got really sore, because I'm not a dancer. I did this thing where I'd slam my hands, and it kept bruising my palms. I was inspired by **Channing Tatum** in Magic Mike. when he does the slide on his knees. I was like, I should do that. It kills your knees."

2014



With Aaron Paul and J. K. Simmons at a live reading of The Empire Strikes Back in Los Angeles "I've never done anything on stage before, ever. It's weird to hear your voice in a space like that. I found it as we were going along.... At the end of it, I liked it. In the beginning, I was so nervous that I couldn't enjoy it."





#### With Taylor Swift in Swift's "Bad Blood" music video

"Fierce. She is a cutie-patootie. It's unbelievable how sweet and lovely she is. You know what I like? I feel like I was really serious when I was in my early 20s, and she has the spirit of a kid. Not like a child, but she has this vibrant, fun, silly [side]. I was surprised by that."





#### On the cover of Forbes "I'm wearing

Narciso [Rodriguez], who is one of my best friends. It's business casual. We do have a tech companywe're not very stiff people. I've never been on the cover of Vogue, but I've been on the cover of Forbes."

## BEAUTY SCHOOL



Create Jessica Alba's Waves From Our Cover

Hairstylist Orlando Pita used hot rollers from the '70s, but you can still get Alba's look with tools from this century.

**Spray damp hair** with a few pumps of volumizer and blow-dry with a large round brush.

Wrap small sections of hair around your face and neck in one-inch hot rollers. (You should look like you're wearing a crown of rollers when you're done.) Once they cool, take out the rollers and run a brush through the curls.

#### **Smooth frizzy spots**

with a few spritzes of finishing spray on your palms.



FROM PAGE 140

#### WANT THESE GORGEOUS OMBRÉ LIPS?

Makeup artist Ayami Nishimura created them in four steps. (Come on, they're totally worth it!)



- **1.** Line your lips with a bright-red pencil and fill in the middle.
- 2. Swipe on several layers of matching matte lipstick over the liner to achieve maximum coverage and intensity (Nishimura likes M.A.C. Lipstick in Ruby Woo).
- 3. Choose a creamy, bright-pink lipstick, such as Urban Decay Matte Revolution Lipstick in Matte Menace, and press the bullet on just the center of the lips.
- **4.** To create a uniform finish, gently tap a little pressed powder on the lips using the flat end of a wedge sponge (it's easy to control and covers your mouth evenly).

FROM PAGE 138

#### **Maroon Eyes, 3 Ways**

This shade can swing from toned down to total drama.

#### Subtle

Sweep maroon powder shadow over your lid and blend it up to the crease. Don't do anything artsy or wingy with the shape. "All you'll see is definition, like the color is almost a part of your skin," Nishimura says.

#### Strong

Same as subtle, but line your upper lashes with a brown pencil (don't use black—the contrast is too jarring) and extend it past the outer corner. Layer more shadow on top, smudging as you go, and dust a little along the lower lash line, too.

#### Over the Top

Use a soft-brown pencil and a light hand to trace a rectangle on the lid (as Nishimura did in our story) and fill it in with maroon cream shadow. Layer maroon powder eye shadow on top for extra intensity and blur the edges with a cotton swab.

FROM PAGE 68

#### TRIPLE-KNOT BRAIDS, STEP BY STEP

1. Create a pompadour with a two-inch section of hair from your hairline. Twist the ends into a small bun at your crown and pin. 2. Split the rest of the hair above your ears in half horizontally and make two parallel braids on each side of your head (you're making four braids total). 3. Join the first tier of braids in the back of your head, wrap the ends together to form another small bun, and pin. 4. Combine the second-tier braids with any remaining loose hair, twist into a third bun, and pin.

EVEN EASIER? WATCH THIS AND OTHER "BRAIDS WITH FRIENDS" HOW-TO VIDEOS AT ALLURE.COM/BRAIDS.

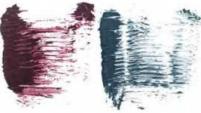
## WWW.W.

Should I Get Bangs?

FROM PAGE 143

#### **Wild Eyed**

Like nervy hair color, boldly tinted brows or lashes add instant cool-in one genius stroke. On brows, use a classic spongetip applicator to add a hazy dose of purple, mauve, or cranberry powder eye shadow, sweeping it over your natural arch and squishing the point into any bare spots. Finish by combing through your brows with a clean spooley brush and then a clear brow gel. If you'd rather tiptoe toward the bright-color trend, try Clinique's new Chubby Lash Fattening Mascara in Portly Plum and Two Ton Teal. The formula is so silky and clumpfree that you can really layer it on for maximum wattage.



FROM PAGE 150

#### **BANGS FOR EVERYONE!** (Yes, even if you have curls)

Hairstylist Mark Townsend walks us through the right bangs—and styling tricks—for each and every hair texture.

#### Fine and Straight

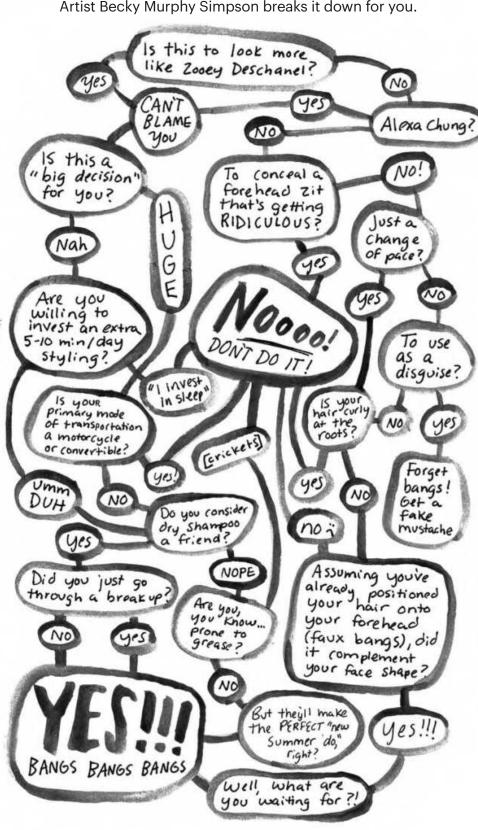
To keep your bangs from looking sparse or flat, make sure they aren't too blunt—your stylist should hold the scissors vertically as she trims. The shortest pieces should fall in the sweet spot between your lashes and the bridge of your nose. If you have really fine hair, spray a little dry shampoo at the roots of the bangs to thicken them up, then wait a minute and brush it out.

#### **Medium and Wavy**

Get blunt-cut bangs, and then keep your hands off them throughout the day so they don't frizz. Your hairstylist should never use thinning shears or the ends will curl at the first sign of humidity.

#### **Very Curly**

You need thick, blunt-cut bangs; no razors or thinning shears, which can lead to split ends and frizz. When you blow them out, don't straighten them—that would look weird if the rest of your hair is curly. Instead, soften them using a curling iron with a barrel that's slightly larger than the natural curl size.



#### SHOPPING GUIDE

Cover: Prada wool dress, \$3,700, and pins, \$360 to \$505. Select Prada stores. Cover Look, page 44: Altuzarra crepe de Chine top, \$995. Nordstrom stores. Altuzarra triacetate skirt, \$795. Saks Fifth Avenue stores. Calvin Klein polyester blouse, \$79.50. Dillard's stores. Akris wool skirt, \$895. Akris stores. Fashion Bulletin, page 83: Givenchy silk blouse, price available upon request, and wool skirt, \$2,350. Givenchy.com. Givenchy leather boots, \$1,350, and earrings, \$595. Barnevs New York, N.Y.C. 212-826-8900. Givenchy necklace, \$2,995; earrings, \$760 to \$1,075; and nose ring, price available upon request for similar styles. Givenchy, N.Y.C. 212-650-0180. Fashion Cravings, page 84: Bottega Veneta wool sweater, wool pants, and silk top, prices available upon request. 800-845-6790. Bottega Veneta leather shoes, \$980, and crocodile bag, \$30,500. 800-845-6790. **Boldly Go,** page 138: Dries Van Noten faux-fur coat, \$1,465. Julianne, Port Washington, New York. 516-883-0678. Dries Van Noten necklace, \$735. Neiman Marcus stores. Page 140: Chanel organza coat, price available upon request. 800-550-0005. Page 141: Sacai fox-fur-and-wool coat, \$5,370. Dover Street Market, N.Y.C. 646-837-7750. Page 143: Balenciaga silk-and-wool jacket with metal, \$4.950 for similar styles. Balenciaga, N.Y.C. 212-206-0872. Page 144: Peter Pilotto wool

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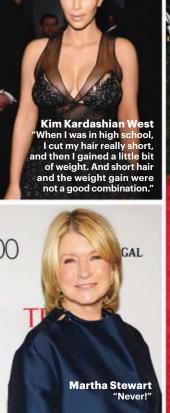
**Rachel Weisz** 

<u>"When I was a teenager,</u>

I used to wear men's suits and red lipstick.

I think it was actually kind of cool."







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